

FARM EQUIPMENT

SECTION OF
SOUTHERN HARDWARE

FEBRUARY

806 Peachtree St., N. E., Atlanta 5, Georgia

1950

EXTRA ACRES

of

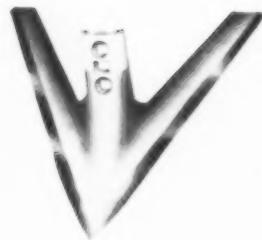
TROUBLE-FREE WORK

with

EMPIRE[®] Products

Famous Trademarks of Quality

"EMPIRE"
"RED CHIEF"
"PLOWMASTER"



Heat Treated for
TOUGHNESS
Tempered for
PERFORMANCE

Extra acres of trouble-free work with
ISOTHERMAL HEAT TREATED Empire built
ground engaging tools. A new toughness
provides a firm resistance to shocks and
jolts . . . edges stay sharper, last longer
. . . no splitting or curling.



"THE LINE WITH READY TRADE ACCEPTANCE"

1840

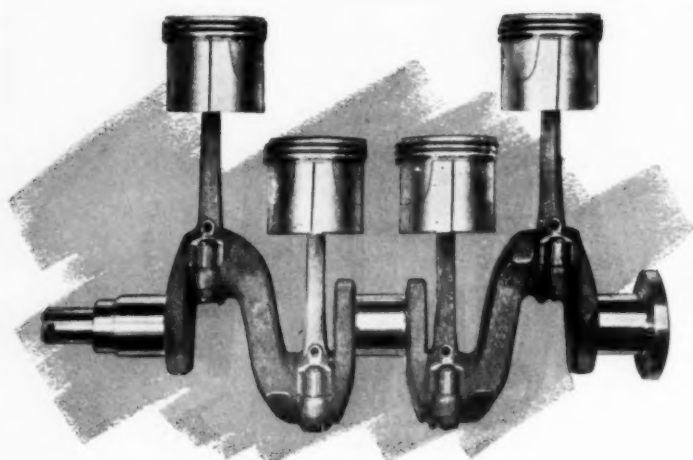
THE EMPIRE PLOW CO.

"In Our Second Century of Progress"

CLEVELAND 4, OHIO

1950

EVERY Forged-Steel Crankshaft Assures Double Life and Lowest Operating Costs!



**Here's why it means
outstanding economy
for every Avery owner!**

The machine-forged-steel crankshaft in every Avery Tractor provides full transmission of power from point of source to point of use and assures the smoothest possible operation. That's because it's balanced with watchmaker's precision and because of the heat-induction hardening of every bearing surface. Also, Avery's aluminum-alloy, egg-shaped pistons are ground with the utmost accuracy, becoming perfectly round at operating temperature for accurate cylinder clearance. Features like these mean trouble-free operation over the longest period of time and big savings in operation . . . savings essential to highest possible profits!

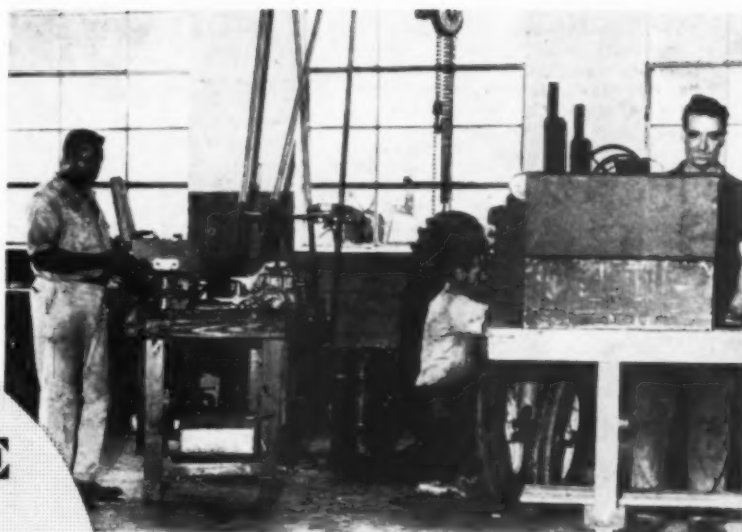
Year-'round Tractor Work at Lowest Possible Cost!

The Avery Tractor is made to fit every Avery implement with tailor-made precision and to pull it along the true line of draft, reducing friction, saving time and cutting fuel consumption to an all-time low. Implements flow free of tractor movements to insure perfect work. The exclusive Avery Automatic Depth Control keeps plows at uniform depth on *any* kind of field. With the sturdy Avery Tractor, big-fuel-consuming, soil-packing weight is no longer needed to pull you through the tough spots. Now, if ever, you need to economize with an all-purpose Avery . . . B. F. AVERY & SONS CO., Incorporated, Louisville, Ky.



EVERY MODEL A TRACTOR

Repair work done in the shop of the Pulaski Implement Co. plays a primary role in all of the company's promotional campaigns. The owners look upon quality work as a stepping stone to sales of new equipment



SERVICE IS A SALES BUILDER

By F. W. Burnett

Pulaski Implement Co.
North Little Rock, Arkansas

THOROUGH, dependable repair work is fundamental in the successful operation of a farm equipment dealership. In fact, the quality of this work—or lack of it—can make or break the particular business.

We have recognized the importance of the repair department and have actually given it first importance in our sales campaign, which is aimed at several hundred tenant farmers who buy their own equipment and large plantations, operating as many as 40 tractors.

We consistently promote our repair department, and our volume from repair work has increased substantially.

Repair service should not be given a secondary role in any promotional campaign. Without repairs and service, sales would drop off immediately in all categories. Farmers want reliable service from the dealer who sold the equipment. If they don't get it, they soon drift to another dealer who can give the service.

It is our repair department that is most important to the tenant farmer—that "little farmer" we are trying to turn into a big one through our various promotions.

The tenant farmer seldom can afford to buy a new tractor and other equipment, but he is our primary market for good used equipment that comes to us. As a consequence, the tenant farmer makes the acceptance of trade-ins profitable for us.

We get this business because we advertise the availability of used equipment, display it on our lot, and back up our sales with the assurance of efficient repair service.



F. W. Burnett helps area's tenant farmers to mechanize

Our records show that in Pulaski County there are 601 cash tenant operators. These are the ones who buy their own tractors and equipment. Of all the 3,925 operators in our county, these 601 names offer us the best market for our reconditioned used equipment.

In line with this we have a mailing list that includes all tenant farmers in our territory who equip themselves. Since we opened for business in 1947, we have been getting out a monthly bulletin which we call the Pulaski Implement News. My son writes the copy, and draws the cartoons for the bulletin, which is mimeographed by a local shop.

These monthly bulletins, used as statement stuffers, have a definite sales aim. Each issue tells about seasonal, new equipment, but most of the space is devoted to repair service. Some of the subjects covered in a typical bulletin are magneto repair work, worn pedestals which cause hard steering, repairs on governor housings, rethreading of spindle threads, etc.

Another bulletin tells about our complete rebuilding service, and urges the farmer to give his

Monthly bulletins, right, used as statement stuffers promote new equipment but specific repair jobs get first attention

tractor a complete yearly check-up.

We try to serve the tenant and small farmer well, but we never lose sight of the fact that the bulk of repair sales are made to the large plantation. Our average customer has 4.7 tractors. Several own as many as 25, and one has 40, with a complete plantation repair shop. However, this plantation shop cannot compare with ours, and we do many a job for it.

Because our repair shop is such an integral part of our sales program, we have tried to make it operate with the utmost efficiency.

Our repair department must pay its own way on labor alone. It gets no credit for parts. We never delude ourselves about what that department is doing. We know about the profits it makes. All job orders go through the parts department instead of the shop. The shop even turns in "time" to the head of the parts department.

It is our pride that, throughout the plant, every item has a "home," which is especially emphasized in the parts department. It takes only 30 seconds to find any part and get it to the front




J. L. Burnett, above, draws the monthly bulletins which are, in turn, mimeographed. Right: Shop foreman, W. B. Dawson, has the latest equipment available

OCTOBER, 1948

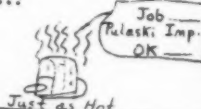
PULASKI IMPLEMENT NEWS

MAGNETO REPAIR WORK

WE HAVE THE EQUIPMENT TO DO THIS JOB
AND A FULL LINE OF MAGNETO PARTS!!!!



Hot Potatoes



Just as Hot

WORN PEDESTALS

CAUSE HARD STEERING, AND UNEVEN WORK. WE CAN
REAM AND BUSH THEM. APPROXIMATELY 1/4 COST
OF NEW PEDESTAL!

GOVERNOR HOUSINGS

EXCESS WEAR IN BEARING HOUSING IN GOV. CASE CAN BE
CORRECTED BY REAMING, AND INSTALLING A BUSHING.
SEE US FOR THIS WORK !!

SPINDLE THREADS

WE CAN RETREAD THESE TO THE SAME SIZE
AS ORIGINAL.

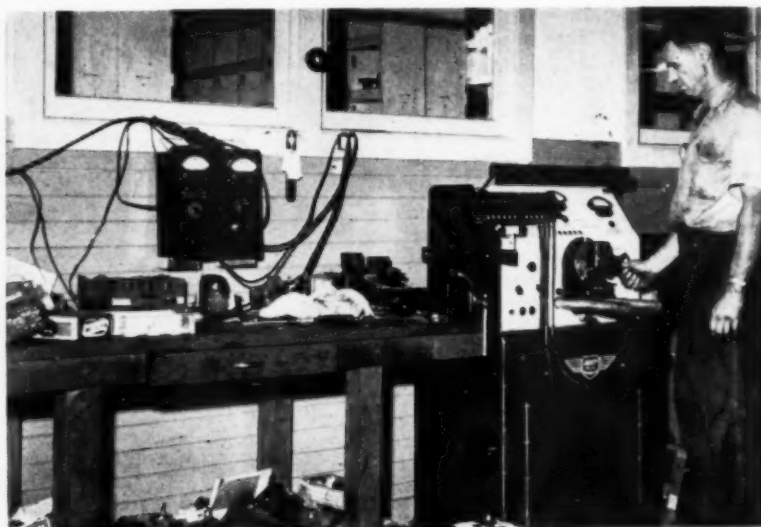
counter. Our customers like that show of efficiency. It helps to emphasize what we tell them in our monthly bulletins about our complete parts department that serves all their needs.

Every parts bin has its own bin card, which identifies the part by number and bin. Each drawer has 74 additional subdivisions that accommodate 74 items. In our record

system, we use the master card that is standard in branch houses, but unusual for retail establishments. We post stock record cards every day, which keeps us current each morning. It all helps us to give better, faster service.

When we sell a tractor, our leading sales point is low cost of upkeep. Our service and parts de-

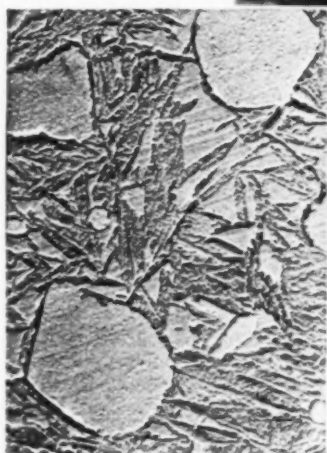
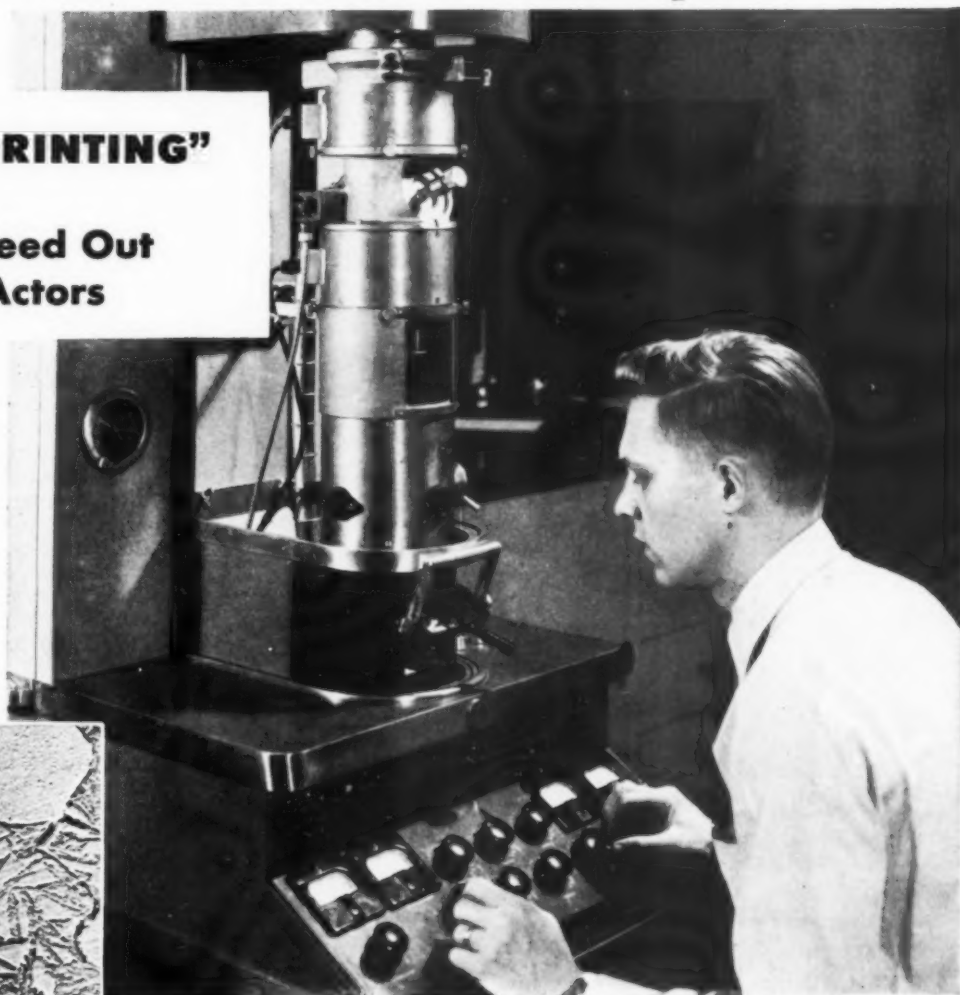
(Continued on page 132)



Men and Machines that Help Maintain International Harvester Leadership

"FINGERPRINTING" METALS

To Weed Out
Bad Actors



Here's what an IH researcher sees when he looks at a sample of steel under the electron microscope. This is a picture of the internal structure of heat-treated steel.

Electron Microscope Helps IH Researchers to Study Minute Particles Never Seen Before

An electron microscope, which enlarges objects 100,000 times, helps IH researchers to study the make-up of metals. Minute particles that hide from ordinary microscopes are easily seen. This enables International Harvester technicians to "fingerprint" metals—to actually *take the measure* of particles in steel. These findings help

to solve practical manufacturing problems in IH factories.

The 250 technicians at IH Manufacturing Research work closely with product engineers and production men in IH factories. This trail-blazing team constantly seeks ways to improve today's farm equipment—helps to plan even better products for the future.

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .

Motor Trucks . . .



Crawler Tractors and Power Units . . .



Refrigerators and Freezers . . .



INTERNATIONAL HARVESTER

Chicago 1, Illinois



Developing the Market for HAY BALERS

FARM equipment dealers who are having difficulty moving certain machines or implements, especially those new units with which farmers are unfamiliar, should use a few of these implements for custom farming—just long enough to clear away this natural skepticism of the wary farmer by establishing just what the equipment will do.

There is no better way to demonstrate — forcefully — farm machinery. In most instances, the machine will soon sell itself, and custom farming operations, having served their purpose, can be discontinued.

This is the experience of J. C. Warren, who operates the Warren Farm Equipment, Columbia, Tennessee.

A few years ago, Warren began offering a new type of baler. It was so different from any type

that farmers in the territory had seen before that there were no immediate sales.

The implement, when pulled down the windrow by a tractor, rolled the hay up in round bales, tied them with binder twine, and left them on the ground for later pick-up. Unlike most other units in the territory, the baler didn't require an extra motor, but operated altogether from the pull of the tractor.

But because the unit was considerably different from what they were accustomed to handling, the farmers resisted practically all the sales psychology that Warren had ever been taught.

Finally, Warren took the showroom model that no one wanted to buy and decided to make it pay its board as a custom baler. Around hay time he began calling up some of the prospects who had

By Ross Holman

been saying "no" and offering to bale their hay at 15 cents a bale. From then on out he would let the baler sell itself.

He got a number of custom jobs. On making a deal with a farmer, he instructed him to rake the hay into a windrow two or three hours after cutting—that is, after it had time to lose a certain percentage of the original moisture. Then, after a day or so of curing in the windrow, he would send a man and a machine to do the baling.

With each farmer for whom he did this work he made a special offer. After getting his hay processed he was allowed to apply the baling charge to the purchase of the baler, or a similar new unit. Then the machines began to move.

Today Warren, with a few alterations in his original custom system, is selling more balers than he can get. He is selling more than six times the number allotted by the factory and is buying surplus balers from dealers all around his section.

In doing this custom work he made money for himself, sale or no sale. His machine operator could tie up 1,000 bales a day at 15 cents each. \$150 a day for the use of a \$1,000 machine is pretty good earning power. But that \$150 usually looked as big to the farmer as to Warren, and the working demonstration, as a rule, convinced the farmer that the machine was a practical buy.

Whenever he arranged to work a crop of hay for a prospect, Warren called up all the nearby farm owners who needed balers and invited them over to see the demonstration. There's nothing that will tear down sales resistance like a public demonstration. If it is successfully carried out, the mass admiration of the crowd helps each individual make up his mind.

As a result of one of these demonstrations, a spectator bought a new baler to bale his own and a neighbor's crop. After both crops were put up, the neighbor himself came into town and bought one of the machines.

Finally, custom work made such



NOW, MAKE DOLLARS GROW ON GRASS



Too many of the permanent pastures in your community are little more than exercise lots for livestock. Overgrazed for years, sod bound, and starved for plant food, they "bloom" a little each spring; then die back, as animals browse the ill-nourished grasses to the very roots.

Most of these worn-down fields can be rejuvenated, quickly, easily, profitably. Thousands of farmers *are* renovating their permanent pastures, doubling and tripling grazing capacity. Many other thousands of farmers could do so.

Results can be phenomenal: An Indiana farmer spent \$32.80 per acre (a heavier investment than usual) and netted \$150 within three summers. But his results were not unusual. Ohio's pasture specialist says it's not uncommon for farmers to realize \$70 per acre per year, by improving pastures that have been almost completely idle—contributing little or nothing.

The formula is simple: Rip up the old sod *good*, as illustrated above. Lime and fertilize the soil, and re-seed. In re-seeding, introduce a quick-growing pasture crop—such as oats. Include pasture grasses and legumes in the seeding mixture—as recommended locally. Nature does the rest. If the farmer has livestock, this is as near to a "sure thing" investment as he can make.

You know the equipment angle—a field cultivator or disk tiller to rip apart the old sod, a lime spreader, a drill with fertilizer and grass seed attachments. Talk with your county agent or soil conservation men for their local recommendations. This is one more place where you can help your customers—in a way that will help you, too.

JOHN DEERE • Moline • Illinois



heavy demand on his time, Warren made a deal with a farmer who had bought one of his balers, to do it for him. He takes orders for the jobs at his store, 'phones them to the farmer-partner, and gives him all the 15 cents-per-bale charge. The farmer reciprocates by acting as Warren's demonstrator and by strongly recommending the unit.

To be assured of satisfied customers, Warren sells every baler with an understanding that one of his own service men will operate it the first day to show the new buyer how it operates. When a farmer places his order, Warren keeps the machine at his store and delivers on the day the hay is ready to bale. Except on actual sales, or deals in which the prospect agrees to buy if he likes the way the baler works, Warren no longer does any custom baling himself, but turns the orders over to his farmer-partner.

Not long ago he made a deal with a prospect to deliver a machine to his farm the day his hay was ready for baling. Warren went ahead and invited a number of other farmers over to watch the demonstration. Two or three days before the demonstration the buyer on whose farm it was to take place called up and asked to be released from buying the machine. Warren saw at once that he had been scared out of the purchase by competing salesmen.

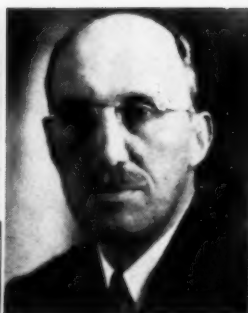
"Of course I will let you out of this deal, if you are dissatisfied," replied Warren, "but I have invited a number of farmers over to your farm to see it work on the day it is supposed to be delivered. They have all been told that you are buying my machine. You owe it to me to let me go ahead with this demonstration on your hay field as announced, but you are not obligated to buy."

The farmer agreed, and the demonstration went off without a bobble. Admiring neighbors commented on its smooth performance, and just as Warren prepared to load the machine and carry it back to his store, the reneging buyer stopped him. "Since seeing that machine work," he said, "I think I am going to like it." That was what Warren had hoped he would say. But if he had called off the demonstration, it would have put him in a bad spot, whether the prospect reconsidered or not.

Warren now has sold balers all



Cuneo



King



Kingsley

over his trade territory, and they have demonstrated their usefulness in so many communities that sales are much easier. Many of his buying customers do custom work themselves, and many sales have resulted from these jobs.

The sale of balers has given a great lift to another implement. That is the hay loader. After hay is baled and left on the ground, the loader is attached to the side of the tractor, which carries it over the field to pick up the bales and load them into the wagon trailer behind. A man in the wagon stacks the bales as they are dropped in. The loader has a conveyor which carries each bale from the ground to the loading wagon.

Warren is convinced that the baler and loader will be fine sellers—come depression or plenty. Anything that will cost a farmer more to do without than to own doesn't have to depend on a boom economy to be sold.

"You can bale your entire hay crop with just one man who can drive a tractor," explains Warren. "But suppose you don't buy, but hire, a custom baler. By the time you bale 300 tons, or 250 acres of hay at 15 cents a bale, you have bought the baler for the man who owns it, without owning a dime's worth of it yourself. After you get it baled, the extra hired labor of putting that much hay in your barn would almost buy the loader."

The loader can be used not only to load hay on a wagon in the field but to help elevate the bales into the barn.

While Warren sells many balers and loaders through satisfied customers, he pays no bonuses on these sales. He says that while many implement dealers are successful in putting over sales this way, they frequently backfire. A farmer who has been persuaded

into buying a machine through a neighbor user feels let down when he learns that neighbor was paid for his sale-producing endorsement.

While Warren finds custom work an ideal method of demonstration which pays its own way, he has never pursued it with anything except a new type of implement or a radically changed design of an old one. He steers away from free demonstrations as much as possible—that is, free to spectators and expensive to himself. But he does lead many a prospect to the dotted line by carrying him to the farm of a purchasing customer and showing him the performance of a machine in actual operation. This gives him the supporting endorsement of a satisfied buyer.

Fairbanks-Morse Makes Sales Personnel Changes

SEVERAL changes in the sales organization of Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago, have been announced.

J. A. Cuneo, formerly branch manager, Los Angeles, has been transferred to Chicago to assume the duties of manager of the company's Chicago branch. A. M. McLaren succeeds him as Los Angeles branch manager.

John S. King, formerly manager of the Chicago branch, has been moved to Cincinnati as branch house manager of that sales area. He succeeds J. S. Peterson, who has been transferred to Chicago and will be attached to the sales manager's office.

William H. Kingsley, formerly district manager of the New York office of the Ideal Electric & Mfg. Co., has been named manager of the electrical division of Fairbanks-Morse, with headquarters in the company's executive offices in Chicago.



They're Ready - and buying

the world's Greatest Cultivator Values!

We're helping you to sell!

From advance reports, TURNER Dealers will have a good year with TURNER Walking and Riding Cultivators. You, too, should make haste to get your share. First, you'll have the most famous "names" in cultivator history—the long-known "Queens" (formerly B. F. Avery) Walking Cultivators and the outstanding "New 4" (formerly McCormick-Deering) Riding Cultivator. Your prospects will meet you more than half way, here.

**Southern
Queen**

**Turner
Queen**

with
One-Stop Service
on these
preferred attachments



SCRATCHER



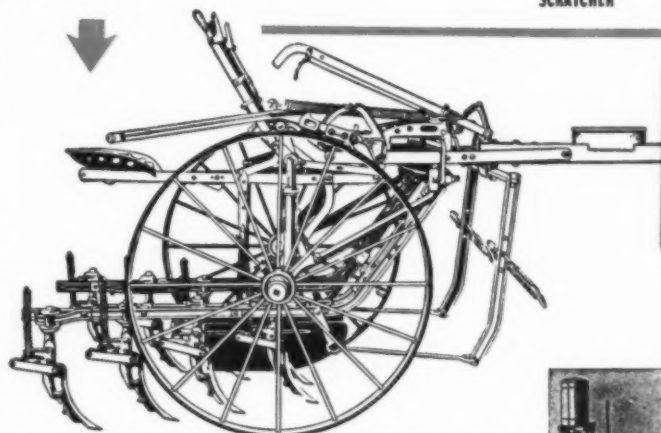
DISC GANG



DISC HILLER



Fertilizer Distributor



TURNER
New 4
Cultivator

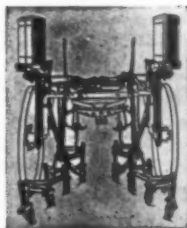
**—WITH FAST
PARTS
SERVICE
TO
FORMER
PURCHASERS!**



SCRATCHER



DISC HILLER



FERTILIZER DISTRIBUTOR

Second, you can more conveniently make more profit because, from this ONE SOURCE, you get the most favored attachments to PLUS the sale. Check the attachments shown herewith and you'll easily see the extra dollars you'll easily make. To make your job easier, these superior performing cultivators, within our knowledge, are priced lower than any others in their class. It's the ideal opportunity. You sell better cultivators. You'll have the wanted attachments. And you can sell at a comparably lower price.

Your wire or call will start your supply rolling. And, we'll send you TURNERS advertising kit, containing store posters, newspaper ad-mats and "Boxholder" mailing pieces, to help you go after business. Don't miss a Walking or a Riding Cultivator sale, this season. Wire or call, now.



TURNER
MANUFACTURING COMPANY



STATESVILLE
North Carolina, U.S.A.

* Woodworking Machines * Peanut Handling Equipment * Hay Balers * Grain Combines * 2-Horse Cultivators

FARM EQUIPMENT SECTION of Southern Hardware for FEBRUARY, 1950

WHY NOT PASS THESE 3 SAVINGS

on to your customers!

HARVEY "Red-Hed" FARM ELEVATOR

Speeds up Crop Storage

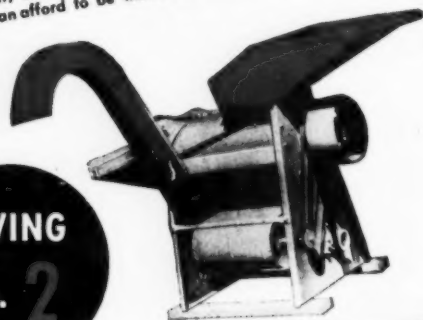
When crops are ready for storage, your customers want action. They get it with the Harvey "Red-Hed" Farm Elevator and "Red-Hed" Farm Elevator and the best part of it is, they only need one to handle all grain, ear corn, bagged materials or baled hay storage. This all-purpose elevator is fast . . . versatile and efficient. It is built for years of dependable service.



**SAVING
NO. 1**

HARVEY "RED HED" CORN SHELLE

140 TO 150 BUSHELS PER HOUR! There's nothing that can touch the Harvey "Red-Hed" Corn Sheller as a time and money saver . . . as a fast worker. Thanks to its exclusive, patented KERNOLIZER, it turns out the bushels of corn not only speedier, but does a cleaner job of it. No farmer can afford to be without this amazing machine.



**SAVING
NO. 2**

HARVEY "RED HED" HAMMER MILLS

1/2 FASTER GRINDING

Measured in dollars and cents, the savings resulting in one-third more feed per horsepower hour is nothing to be "sneezed at" these days. And you can bank on it—unless your customer has a Harvey "Red-Hed" Hammer Mill, he is just not getting it. So here's your chance to do your customer a favor . . . sell him a Hammer Mill he can bank on, too . . . a Harvey, to be sure.



**SAVING
NO. 3**

Write Farm Tools, Inc. for name and address of nearest distributor.



DEALERS' CHOICE ... AND FARMERS, TOO!

Roderick Lean
FAST ACTION
DISC HARROWS

It doesn't make any difference what your trade wants in a disc harrow . . . Roderick Lean Disc Harrows have it! Here is a complete line of fast . . . labor saving . . . husky disc harrows that will make any farmer sit up and take notice. And features . . . dozens of them that only Farm Tools, Inc. knows how to build into disc harrows to make them pay real crop dividends to your customers—real sales profits to you. It will pay you to get all of the inside facts about these big sellers. Why not contact your distributor today?



AUTOMATIC TRACTOR TANDEM DISC HARROW



Acknowledged as today's most outstanding contribution to modern farming, it embodies all of the most vital features to assure a fast, easy and efficient job of crop cultivating. Features include double thrust bearing of oil soaked hardwood, non-clogging scrapers, improved gang snubber, one rope control, independent angling of gangs and scores of others.



WIDE TRACTOR SINGLE DISC HARROW



Everything has been built into this fast, efficient disc harrow to assure maximum operating efficiency in soil preparation, time and labor saving, long life service. One man can load end gangs easily. End gangs detachable. 15 ft. Diskmor goes through 12 ft. gate with ease with end gangs loaded.

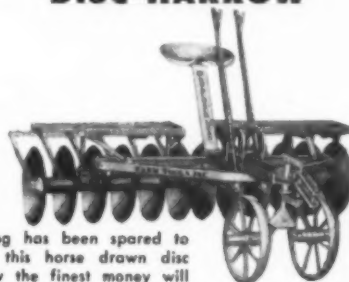


Automatic - Tandem TRACTOR DISC HARROW



Non-clogging scrapers and standards . . . heavy one-piece frame for maximum strength . . . single rope control . . . tractor stabilizing springs, improved gang snubbers . . . these are a few of the outstanding features that make the Speedisk do the job faster . . . better . . . and with the greatest of ease.

"NFT" SERIES HORSE DRAWN DISC HARROW



Nothing has been spared to make this horse drawn disc harrow the finest money will buy. It is modern in every detail . . . a fast worker . . . and as efficient as sound engineering and long experience can make it. Extra large bearings add extra years of service . . . frames are extra heavy and sturdy . . . positive scrapers keep the discs clean . . . instant adjustment for working dead furrows is made with center foot lever . . . and there are dozens of other equally important features that make this disc harrow tops in its field.

Write Farm Tools, Inc. for name and address of nearest distributor.



He Sells *Farm - Tested* Equipment

By L. H. Houck



PERFORMANCE is the pay-off! That's the belief of William Steffins, farm equipment dealer of Higginsville, Missouri, who can boast that every piece of equipment sold by his firm has been farm-tested prior to the sale.

Of all the trades and professions, the science of farming probably has the longest list of variables and is most subject to confusion between theory and practice.

The farming business, being what it is, makes the practical profit-minded farmer put much stock in actual performance. He knows that one farm practice will succeed in one place and fail in another. He values what a farm tool will do in his own dirt more than impressive selling speeches or alluring catalog pictures.

With this in mind, Steffins founded his farm equipment business, more than 30 years ago, on the idea of farm-testing every item that he sells. As a result, the number of customers and sales volume have increased each year.

Steffins was a farmer before going into the implement business, and he resumed farming again after establishing his dealership. The primary reason stemmed from his belief that an implement could not be properly sold unless it had been tested in local soil.

"I wouldn't want to be in the implement business without having a farm of my own," Steffins said.

For instance, in the matter of feed grinders Steffins has in use on his own farm two of the brand that he has been selling for years. He likes the construction of this machine and its general performance, and he has sold hundreds of them to farmers in his territory—nearly all of whom share his enthusiasm for the product. Steffins is convinced that a considerable number of these grinders are sold each year mainly because enthusiastic owners have passed the word along to friends and neighbors.

Of course, there are many grinders on the market, a fact that Steffins will admit, but not every dealer is so enthusiastic about his product and consequently cannot inject such enthusiasm into his selling. Steffins' favorable attitude stems from use and ownership of the machine and the actual knowledge that it operates economically, does a good job, and that repair parts and service are available.

●

To assure dependable performance, this dealer first tests on his own farm all the machinery which he sells

Steffins never adds a new product to his line of merchandise until he has put it to work on his own farm and is convinced that his customers and neighbors can make profitable use of it. He claims to be a hard buyer when a new product is offered.

Steffins' test farm is not just a few acres. It consists of several hundred acres and he produces wheat, corn, oats, grass, hogs and cattle. He has made demonstration fences, model pastures, built waterways and terraces, barns, houses and corn cribs.

Every tractor in his line has been tried out at some job on his farm. He has checked pulling power, gasoline and oil consumption, and general performance on his own land. When he tells a customer that a tractor will do a certain job the customer knows this to be true. He is in a position, also, to warn customers against certain tasks that tractors should not be expected to perform efficiently. Customers often ask if they can do certain heavy grading and terrace work with one of the smaller tractors. He tells them it can't be done economically because he has tried it, or that the capacity is so small that it will pay the farmer to have a big machine brought in to do the terraces and waterways.

At present, he is building a revolutionary barn for feeder cattle. This barn is designed to eliminate much of the work connected with watering and feeding

**IT'S NEW and
DIFFERENT**

**WITH BUILT-IN, QUICK-
ACTING LOADING AND
HITCHING JACK**

**WE BELIEVE IT HAS
EXACTLY WHAT YOUR
CUSTOMERS WANT IN
A SPREADER**



TWO-WHEEL SPREADER

**for easy loading, pulling,
and handling**

THE NEW MM LS300 SPREADER has the features that your farmer businessmen customers appreciate. Extra large feed ratchet for 5 ranges of feeding gives controlled spreading from 3 to 15 loads per acre. New side extension shields for the upper beater are flanged to prevent wrapping of long manure around shaft. Low set wheels and box make loading easier and faster. Box rests flush on axle. This new spreader can be backed into barns with the ease of a go-cart. Its sturdy construction, heavy-duty bearings and extra-heavy-duty axle and other shafts assure long life with a minimum of maintenance. A single frame is used. The whole spreader is built flexible . . . the bearings are self-aligning so that no matter how uneven the field, the bearings always turn easily.

"ROT-PROOF" WOOD BOX IS A FEATURE FARMERS APPRECIATE!

Main frame of the big 70-to-75-bushel box of this new spreader is reinforced with heavy-duty steel angles and with large gusset plates to give extra strength to the sides. The sideboard edges are protected with long, heavy-duty steel angles. The sides and bottom are constructed of wood for greater strength and shock-resisting ability . . . wood construction prevents binding. The bottom is made from special creosote-treated wood to prevent rot and deterioration. Show your customers the many more features of this great new spreader and you'll make sales!

Patented distributor completely pulverizes manure and distributes it evenly over the ground.

Well proved MM chain drive for beaters and roller type chain on patented wide spreader-drive for longer, trouble-free service.

New dynamically designed 3-lobe feed cam with large cam roller for smoother feeding action.

Sideboard edges are protected with heavy-duty steel angles, and patented quick-acting jack is regular equipment of spreader.

Extra large feed ratchet for 5 ranges of feeding gives controlled distribution of manure from 3 to 15 loads per acre.

MINNEAPOLIS - MOLINE

MINNEAPOLIS 1, MINNESOTA



Steffins, right, supervises the construction of a new corn crib which he designed and will test before recommendation to other farmers

beef cattle. Hundreds of local farmers have visited his farm to see the barn. When it is completed many will want to incorporate some of the features in barns of their own. At the same time he is building a permanent corn crib of unusual design.

The fact that he is driving toward the goal of making his own farm a model of efficiency, utility and beauty, keeps others interested in what he is doing. Naturally most of these people either are customers already or will soon become customers. Such activity keeps Steffins in contact with the very people he wants for customers.

"Fair dealing and honesty should be a part of every business," Mr. Steffins said, "and no one is entitled to praise for being honest. Consequently honesty is not enough on which to build a business. I could recommend a farm tool to a customer in all honesty and yet not know what it would do. We both would be taking the word of the manufacturing company which might not know that the equipment is unsuited for certain unusual jobs. For that reason I take every item that we sell and farm-test it under local conditions. In this way I have first-hand knowledge of the capacity and limitations of each item."

First-hand knowledge and farm testing also is a valuable asset when a customer makes a com-

plaint about a farm tool, Steffins said.

If the customer is disappointed, the usual reason is that he has failed to handle the machine according to recommendations or has attempted a job that it can't do.

More often, Steffins has determined the limitations of the machine in his own farm-testing program and can pass on some valuable advice to the purchaser at the time of purchase. Since they know him to be a practical farm operator and a successful farmer they will pay far more attention to what he says about a tool than they would to a salesman who did not have such practical experience.

Steffins also can determine correct and incorrect methods of using a tool by farm-testing. Sometimes a line of fine print—often overlooked in the instruction book—becomes highly important in the field. A farm-testing program makes these discoveries.

Of chief value, of course, are performance records. When customers ask Steffins how many acres can be plowed in a day with a certain outfit and what the hourly cost is, they know that the figures he gives them have come from actual plowing on his own farm.

Steffins demonstrates his equipment on prospects' farms, too, but here again his farm-testing plan pays dividends, because he and all

his employees have had actual experience on a real farm before they try to show another farmer what an implement will do.

It all adds up to increased sales and Mr. Steffins reports that he has had a constantly increasing business.

Service Is a Sales Builder

(Continued from page 122)

partments make our promise come true.

We like to have a customer with a typical Missouri "show-me" attitude. That gives us the opportunity to put our store on parade. We built it just for that—an efficient sales and service set-up designed to serve customers permanently.

We have our own railroad siding behind the buildings, consisting of the main structure, with an area of 60 x 140 feet, and the separate work house, where we assemble equipment. Because we buy in carload lots whenever possible, the work house and the railroad siding prove an investment in efficiency.

Some dealers let that word "service" blanket everything from a shop reboring job to sending the parts truck to the plantation. We draw a line in our organization. Service is separate from shop repairs. Our chief mechanic has his own service truck, which answers calls. He installs parts and makes repairs on the spot. He makes callbacks on customers, and aids the sales department in selling repairs and equipment. This is carried on our books as service.

The customers will find no side lines here. We have concentrated all our strength on farm equipment. When he wants the luxuries, which he can buy after he begins to prosper from mechanized farming, we are content for him to buy them elsewhere.

One side of the parts department has been arranged for the self-service shopper. Here plow shares, frogs, and other smaller items are kept in available places. The top of the counter has been arranged for bolts of all sizes. This is of great help to the farmer who does not know what size to ask for, but recognizes it when he sees it.

Service like that, we believe, brings many a customer to us. It is one of our ways to make the farmer want to spend his money with us.

For More Sales, Greater Profits... Sell 1950's

Biggest POWER MOWER Value

SAVAGE

21-Inch *Yard Chief*

(MODEL 90)

**Never Before So Many Sales-Winning Features
at a Competitive Price!**

Compare these terrific features with any other mower; long-wearing Timken bearings; nationally known Briggs & Stratton engine (service available everywhere!); "Sta-Temp" blades and cutter bar knife; finger-tip controls; free-floating handle that stands upright to permit parking in 1/3 the usual space; heavy-duty non-slip tires. Yes—the new Savage Yard Chief has all these great selling features—plus:

Extensive Ad Campaign to Support Your Selling

Savage has scheduled the farthest reaching national advertising campaign in the company's history! Think of it! Hard-hitting ads in 15 great consumer magazines, including *Better Homes and Gardens*, *American Home*, *House and Garden* and *House Beautiful*. Plus insertions in 9 leading metropolitan newspapers. Yes—it's a great campaign and a great mower! Plan now to bring in extra business, extra profits with the new Savage Yard Chief.

Lists at
\$109⁵⁰
f.o.b. factory

For Smaller Yards, Sell the New 18-Inch SAVAGE Power Chief, Briggs & Stratton Engine, 1 h.p. LISTS AT \$89.50 f.o.b. factory. Also the Full Line of Savage Hand Mowers.



Write Today for Full Information

SAVAGE ARMS CORPORATION • Lawn Mower Division • Chicopee Falls, Mass.

SAVAGE STANDS OUT BY COMPARISON



Left, a company mechanic receives a quarterly profit-sharing check from S. R. McMaster, Jr., secretary-treasurer of the Fairfield Tractor Company. In the company's bonus plan, an employee's individual effort is recognized

PROFIT SHARING

*is this dealer's key to
better employee relations*

"WHO HIRED that employee? Who trained him? Why is he inefficient?"

These are three questions that every farm equipment dealer might ask himself when his complaints against the low caliber of employees begin to rise in the wind.

Admittedly, most dealers mean well towards their employees, but everywhere questions such as these arise: "How can I get every employee to be a salesman? How can I get shop men to put away their tools? How can I cut absenteeism? How can I get more efficiency?"

These are top priority questions in view of today's strong competition. It's no secret that the key to the farm equipment business lies in good service, and employee contentment is the first big step towards bettering service in the modern power-farming world.

But how does an employer go about getting the most in effort

and willingness from employees? Psychologists say that employees want recognition more than they do extra money. Whatever the case, a good, workable profit-sharing plan usually will go a long way towards accomplishing both objectives.

That is the experience of the Fairfield Tractor Company of Columbia, South Carolina, which has had a successful profit-sharing plan in operation since 1947. Prior to that time, profit-sharing in this business was similar to plans used by many farm equipment dealers—a bonus given once a year, which could not be counted on as a definite thing and which was rather hard for the employee to associate with his daily effort.

This is one defect of the annual bonus plan, according to S. S. Coleman, president of the company. As he explains, it is difficult for the employee to keep his mind intent upon something that is to take place 12 months hence.

Secondly, the employee has no definite understanding that his own individual effort will be particularly rewarded. The payment is not connected necessarily to his own work.

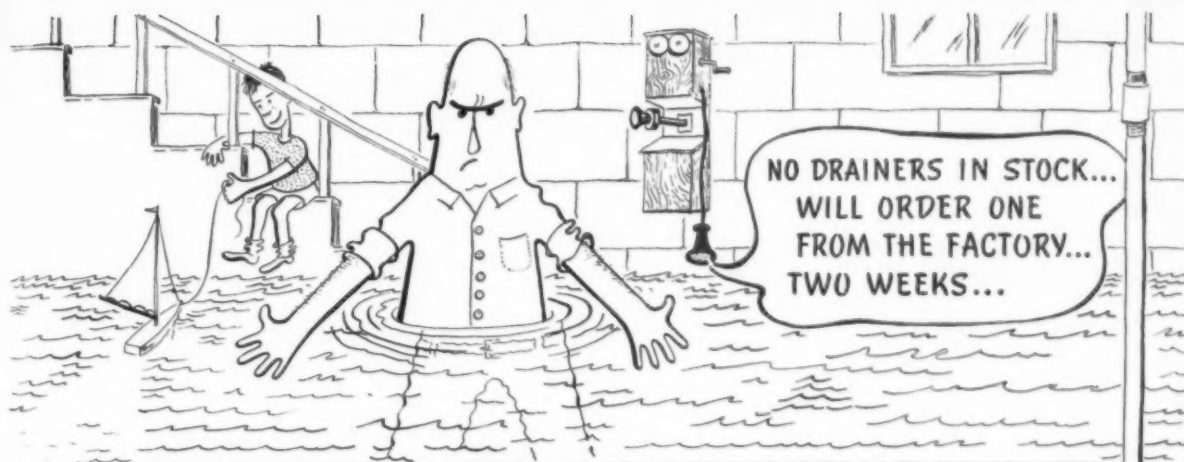
In planning its profit-sharing system, the company set up its bonus payment on a quarterly basis.

"When an employee can see the tangible results of his own efforts paid to him in the form of a substantial check every three months, he really begins to feel that he is part of the company," point out both Coleman and S. R. McMaster, Jr., secretary-treasurer of the company.

A greater frequency of payment and recognition is the primary principle of this plan—getting the rewards out into the open and into the minds of employees. It must be implanted in their thoughts that daily individual effort will be properly rewarded.

Another important principle was followed here — frankness and openness about the whole plan. The management here wanted to get far away from the idea that bonuses would be handed down to employees in an automatic and routine manner. Accordingly, a meeting was held at the inception of the plan, which was explained fully to all employees. Emphasis was placed on the fact that questions, problems, and just plain "talk-it-over" sessions would be welcome at any time. Employees were encouraged to talk it over with management at any time.

Books are open for employees to see at any time. Though this information is not posted when the quarterly statement is made, any employee knows that he can see the financial standing of the company if he so desires. "We have wanted every employee to feel that he is part of the company," states Coleman. "If he does anything to hurt the company, he hurts himself, and if he does anything good for us, he helps himself." Having the employee thus identify his own future with that



would YOU wait for a cellar drainer?

Your customers won't, either. Check your inventory now and lay in your stock for the wet-cellar season ahead. And plan for a bigger-than-ever Cellar Drainer volume, with the new

GOULDS Horizontal CELLAR DRAINER

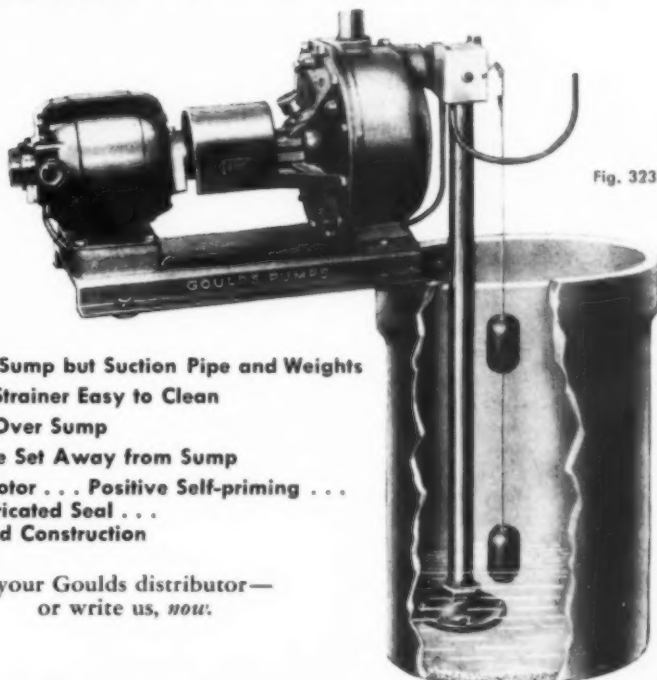


Fig. 3231

Nothing in Sump but Suction Pipe and Weights
Sump and Strainer Easy to Clean
Motor Not Over Sump
Unit May be Set Away from Sump
Standard Motor . . . Positive Self-priming . . .
Grease Lubricated Seal . . .
Bronze Fitted Construction

See your Goulds distributor—
or write us, *now*.

GOULDS PUMPS INC.

SENECA FALLS, N.Y.

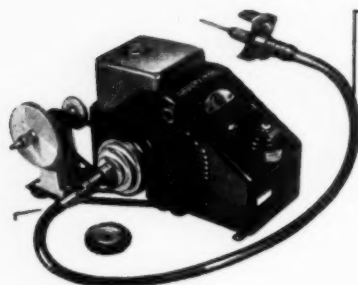
GOULDS

WATER SYSTEMS

102ND YEAR

FOR EVERY FARM AND HOME NEED

LET RED SEAL ENGINES BOOST YOUR PROFITS, TOO!

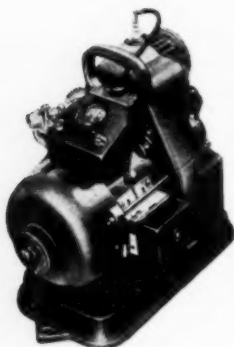


THESE PRODUCTS ROUND OUT
YOUR PROFIT POTENTIAL IN
THE FAMOUS RED SEAL LINE

CONTINENTAL MULTI-TOOL 1½ h.p. portable gasoline power source for 101 jobs, not only on the farm, but in factory, shop, garage, boat yard, or around the home. Here are a few of the chores Multi-Tool will do for your customers:

Sharpen scythes, sickle bars, knives, scissors, shop tools. Drive rotary files, abrasive discs or drums to clean work for soldering or welding. Run wire brush or buffer to clean milk cans, tanks, etc. Drill holes in castings, for implement repairs in field. Run compressor for spraying, painting, inflating, and other jobs requiring air. Operate corn shellers, feed grinders, cement or feed mixers, etc. Run both reciprocating and centrifugal pumps. Drive generator for standby electric power when current fails.

Sold as a complete unit with accessories as shown. **MULTI-TOOL IS A TWO-WAY PROFIT ITEM—EVERY MULTI-TOOL SALE HELPS YOU SELL MACHINES FOR MULTI-TOOL TO RUN.**



CONTINENTAL TINY TIM portable gasoline-driven heavy-duty generator unit. Complete with push-button self-starter, automatic shut-off, handy speed and charging rate regulator, ammeter, and generator cut-out. For farm, camp, cottage and general utility use.

For full information about Multi-Tool, Tiny Tim, and Continental AA and AU Air-Cooled 1½ and 2 h. p. Series Engines, Address: **MULTI-TOOL DIVISION, 620 Ford Building, Detroit 26, Michigan.**

Dealers are making money today on the Continental Motors franchise, and they'll be making still more, thanks to these facts:

1. There is growing demand everywhere for internal combustion power.
2. The Continental Red Seal line is engineered to meet this demand.

Continental engines are modern to the minute. They embody improvements in design, materials and manufacturing technique developed during and since the war. And there are Continental models for a range of applications so wide as to assure strong local demand in industrial and rural communities alike. They include engines and power units all the way from 25 to 270 horsepower, for use on the highway, in construction, in the oil field, and on the farm . . . models for gasoline, Diesel fuel, butane and natural gas. Recent additions, and new sources of dealer profit, are Continental Multi-Tool and the AA and AU air-cooled series at the 1½-to-2 horsepower level alongside the famous Tiny Tim. Inquiries are welcomed.

CONTINENTAL MOTORS PRODUCTS ARE
BACKED BY CONSISTENT ADVERTISING
IN NATIONAL MAGAZINES.

Continental Motors Corporation

MUSKEGON, MICHIGAN



Employees are graded periodically on individual effort. Here, McMaster receives reports from his shop foreman and parts manager. These reports help in determining the size of the bonus which an employee receives. With this system in operation, employees are encouraged to put forth their best effort

form for each employee with an individual grade for each of these points. McMaster then totals the grades and arrives at the employee's average grade.

Then the grades of all employees are totaled, and their proportional relationship to each other is established. The total amount of the profit-sharing payment is then broken down in proportion to this, and each employee receives his earned share.

In this way, the lowest paid man in the company can still receive the top payment. A conference between McMaster and Coleman usually decides the size of the bonus to go to supervisory personnel.

"Frankly," says McMaster, "the grades actually run very close together under the present system. We feel that the system has encouraged each employee to put forth his best effort, for each knows that he will receive the proper reward. Every day I see examples of employees using their initiative to go ahead and do jobs instead of standing around and thinking about it, as they might under some other plan.

"We continually have asked for suggestions from employees as to how we can better this and other working conditions. We have insisted that if they didn't think their payment was fair to come and tell us about it and we would show exactly how we arrived at the decision."

The plan also has the effect of making each employee more alert

of the company is one of the main rewards of good profit sharing methods.

There is another unusual aspect of this profit-sharing plan. Most annual bonuses have been paid to employees on the basis of the salary they were already receiving—the man earning the highest salary received the highest bonus, and so on down the line. Some companies have considered both salary and length of service with the company; or, sometimes, responsibility of the particular job.

Until recently, the profit-sharing payments at the Fairfield Tractor Company were made on the basis of salary. However, the management is inaugurating a new system and feels that, so far, it has been much more successful in attaining the desired effect.

The new system wipes out any pre-determination of what any given employee will receive in any given quarter. Salary paid to the individual in no way determines the amount of bonus he will receive.

Under this system, each employee is graded every quarter on his own individual qualifications, and the profit sharing payments are made to each employee on the basis of this grade.

Thus, no employee competes with any other employee, but competes only with himself. When a new quarter begins, he knows that he starts with a clean slate, and that it is within his own power to get the top payment for that quarter.

How does this grading system work?

S. R. McMaster, Jr., says: "We have certain standards by which to judge an employee and his work. Number one is efficiency; number two is effort; and number three is 'know-how.' In judging 'know-how,' we do not judge a new employee against one who has been in the business for many years—we judge the progress in 'know-how' more than anything else."

At the end of each quarter, the parts manager, the shop foreman, and McMaster each makes out a



S. S. Coleman, seated, president of the company, and McMaster illustrate an important point in employee relations—"talking it over"

to the opportunities for bringing more business to the company.

One emphasis in this profit-sharing plan is that regular salaries, which here are paid out on a weekly basis, should be no lower than would be paid without the plan. Profit-sharing payments definitely should be an extra. Here the profit payments have run as high as forty to fifty dollars a month over and above salary, which has been substantial enough to create definite incentive.

LeRoy Tillage Tool Can Be Used Five Ways . .

A NEW combination tool, recently announced by LeRoy Plow Company, LeRoy, N. Y., can be used five different ways to get the right tilth in any soil and for any crop, according to the announcement.

The spring-tooth harrow and packer discs can be used separately, or assembled three different ways. As shown, the tool breaks clods, then harrows, then packs and firms the soil.

Harrow teeth are adjustable and can be spaced as desired. The harrow frame is hinged, enabling harrow to adjust to uneven ground and permitting easy harrowing, according to the manufacturer. The harrow frame also is jointed at the corners, which is said to allow it to angle around turns and give faster, easier turning, with teeth engaged at all times. Packers stay in line and follow the harrow track, even on sharp turns, it is claimed.

The new implement is available in 8-foot and 12-foot widths. It can be disassembled in seconds into four portable sections, for

easy storage in 4 x 8, or 4 x 12, feet of space, it was pointed out. For complete information, write LeRoy Plow Company, Inc., LeRoy, N. Y.

Myers Offers New HN Ejecto Water Systems

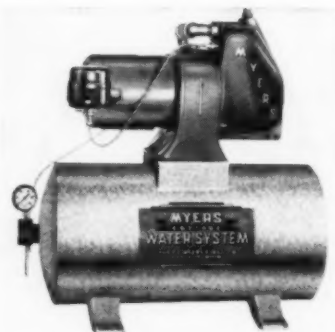
MYERS now offers a completely new line of water systems and pumps called the Myers "HN" Ejecto Line. Features of the line include simple convertibility from shallow well to deep well use, high efficiency of both centrifugal pump and ejector, simple mechanical construction which makes servicing and installation easier, standardized motor loading, and improved appearance.

Converting from shallow to deep well use, it is necessary to change only one threaded connection and add necessary well pipe and deep well ejector. No bolts, gaskets, special parts, or special tools are required. To obtain improved pressure system operation between the low limit of 20 lbs. and the high limit of 40 lbs., these new pumps are designed to deliver more water at 30 lbs. pressure. This means less running time between 20 and 40 lbs. and more capacity for sprinklers, automatic washers, water softeners and general use.

Ejector assemblies are all bronze and are available for single pipe or two pipe installations. The single pipe or packer type ejector is made for use in 2, 2½, 3, 4 inch wells. The two pipe or twin type ejector is made for use in 4-inch or larger wells.

All motors used on the "HN" line are of nationally known

makes made in accordance with Nema specifications. In addition to the standard water system units, this new line of ejector pumps is offered for belt drive, direct connected gasoline engine drive, motor drive centrifugal pump, and tank mounted cottage units.



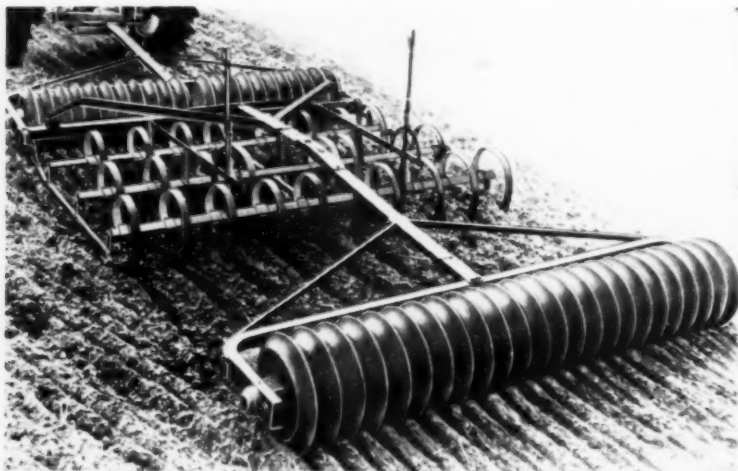
To permit a minimum of stock to meet all well conditions, the pump unit and ejector assemblies are packaged separately. One basic pump unit and several ejector packages make it possible to meet any well condition within the range of the pump. At present, the line is available in four motor horsepower sizes, 1/3, ½, ¾ and 1, and for well lifts to 120 feet.

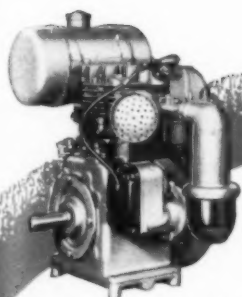
Wissota Purchases Wheel Manufacturing Plant . .

THE WISSOTA Manufacturing Company of Minneapolis, manufacturers of tool and sickle grinders, announces the purchase of the abrasive wheel manufacturing concern in which it has had previous interest and which has, in the past, furnished the high grade vitrified wheels used on Wissota products.

George Ische, Wissota president, also announces that the entire manufacturing equipment and key personnel of the abrasive plant have been moved to Minneapolis. Facilities have been enlarged, and the abrasive wheel division has been operating recently at the Wissota plant.

The division manufactures wheels and sickle cones of all sizes for every type of tool and sickle grinder. The regular tool wheels are being made in sizes from 4" to 10" diameters in various thicknesses and grits, for hardware, automotive and implement trade. Made to highest specifications, Wissota abrasive



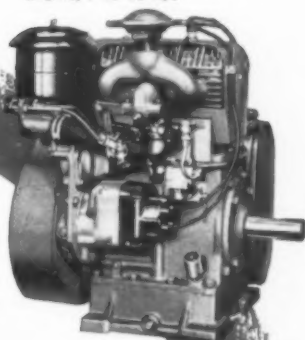


Typical 4-cycle Single Cylinder Wisconsin Engine, 3 to 6 hp.



7 1/2 hp. standard model.

Typical 2-cylinder Wisconsin Engine, 7 to 13 hp.



WISCONSIN

Heavy-Duty *Air-Cooled* Engines

Offer Reputability
TO MATCH YOUR OWN . . .

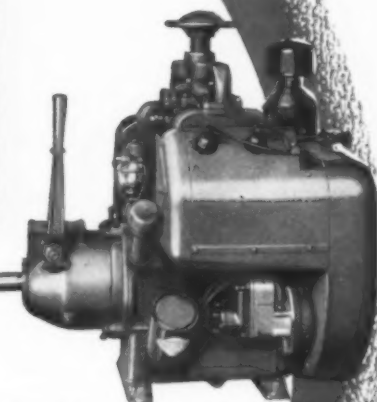
Just as your reputation is based on the reliability of the equipment you recommend . . . so, any manufacturer, year in and year out, must base his reputation on the equipment he builds! Your reputation and his are no better than the down-right dependability . . . the performance satisfaction he builds into the equipment you recommend, sell, and profit by!

That's why your best 3 to 30 hp. power recommendations . . . in power units as well as engine-powered equipment . . . should be Wisconsin Heavy-Duty Air-Cooled Engines . . . the most respected and most called for power units for all fields, wherever power, 3 to 30 hp., is used!

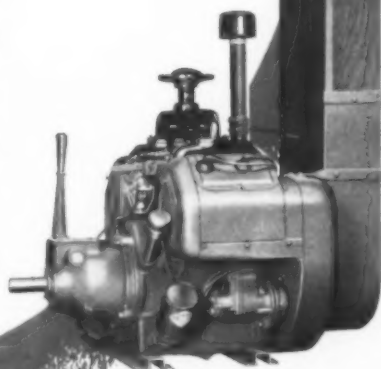
Wisconsin Engines create and maintain customer-trust...actually building your reputation through such features as...thrust-absorbing, self-cleaning Timken Tapered Roller Bearings at both ends of the crankshaft...an easily-serviced, high-tension, rotary-type OUTSIDE Magneto with Impulse Coupling for quickest any-weather starting and running...fool-proof, air-cooling in sub-zero lows and 140° highs...a positive, almost-attention-free lubrication system...along with built-to-take-it design, top to bottom!

All are ace-high features worthy of the confidence of users nation-wide . . . developed by a manufacturer with a record of over 40 years in offering a reputability that matches your own! . . . 4-cycle, single-cylinder, 2-cylinder, and V-Type, 4-cylinder models, 3 to 30 hp!

Write for this useful selling tool . . . 56 pages showing the wide variety of Wisconsin-powered farm equipment . . . and many other applications where Wisconsins are specified by some 500 manufacturers!



Typical V-type 4-cylinder Wisconsin Engine, 15 to 30 hp.



15 to 30 hp. 4-cylinder models. Air stock and clutch assembly.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 14, WISCONSIN

wheels are fully vitrified, specially bonded, accurately dressed, balanced and tested, it was announced.

In addition to production of abrasive wheels for Wisconsin grinders, the division is marketing wheel assortments of nearly every type for replacement sales. Specially priced assortments of popular sizes and grits, complete with attractive display racks, are available now to dealers.

Dyna-Flash Portable Saw Announced by Milwaukee

WEIGHING only 11 pounds, a new Dyna-Flash portable electric saw, equipped throughout with ball and roller bearings, has been introduced by the Milwaukee Electric Tool Corporation, Milwaukee 8, Wisconsin.

It packs a full 1 h.p. motor, despite its light weight, and is fully balanced for one-hand operation. Outstanding features of the six-inch saw include a depth gauge which adjusts from a "mere scratch" to a full 2-inch straight cut; a rip guide, which provides accurate control for long cuts; and a mitering adjustment, from zero to 45 degrees, with a bevel cut of 1 3/8 inches.

For maximum safety, the saw blade is on the right side, keeping the saw on the remaining piece of wood. A telescoping guard closes automatically as soon as the blade is taken off the work. With the aid of a sawdust blower, the full-view line sight keeps the cutting edge fully visible at all times. All gears are hardened, of helical design, for longer and smoother operation. Shafts are precision ground. Use of a standard, six-inch round hole blade makes replacement a simple matter.

According to the manufacturer, better control of design, operation and power is assured by motors which are made, tested and dynamic-balanced in the Milwaukee plant. The newest type of insulating wire, combined with an improved insulating varnish and baking method, makes these armatures stand seven times the strain over ordinary armatures, it was announced.

The helical drive gear transmits 99 percent of the motor power. Grease lubricants are used to eliminate oil leakage. A detachable shoe on the Dyna-Flash saw makes it easy and economical to replace if damaged.



New Farm-Craft Garden Tractors in Production

THE KENT Division of Melin Industries announces the production of a new line of Farm-Craft garden tractors. Incorporating engineering improvements, the new line is comprised of four different models, each of which is designed to perform a wide scope of chores to meet the varying requirements of garden tractor uses.

Among the improvements is the multi-purpose Unitool implement carriage, designed to accommodate more than 15 different interchangeable garden-working tools. A quick-set lever on the Unitool carriage is said to permit variable tool adjustment for in-the-ground, cutting, or tilling applications, as well as retraction of tool for free travel. The carriage eliminates the need for individual tool carriers and reduces the initial expenditure for an all-around gasoline engine-powered garden tractor, according to the manufacturer.

Model No. 60 is powered by a 6 h.p. air-cooled engine. Other models, Nos. 30, 45 and 75, are powered by a 3, 4 1/2, and 7 1/2 h.p. engine respectively. All tractors in the Farm-Craft line are equipped with an automotive-type transmission, and models No. 60 and 75 have a bevel gear differential. Induction-hardened gears provide a 66:1 speed reduction between engine and wheel shafts. The new Gyro-Spray oil flooding system is

said to assure positive lubrication of all working parts, regardless of speed of tractor operation.

Other Helin improvements claimed include a one-piece control arm for operator safety, greater traction and maneuverability, and adequate power for all intended applications. Speeds are variable from 1/2 to 12 miles per hour. The two larger models are equipped with a reverse gear, as well as the two forward speeds, to aid in tractor control and handling. Farm-Craft tractors weigh from 378 pounds for the smallest model in the line up to 675 pounds (with loaded tires) for the largest. Draw-bar pull ranges from 200 to 337 pounds.

Farm-Craft tractors have been designed and constructed to perform such rural jobs as plowing, harrowing, discing, lawn mowing, sweeping and rolling. Seeding attachments also are available.

Self-Loading Sprayer Has Many Farm Uses

POWERFUL new insecticides and weed killers can now be used with improved security against skin contact and irritation, according to Vincent Santarelli, president of Champion Sprayer Company, Detroit, who has announced the introduction of a new wheelbarrow - type, self-loading compressed air sprayer.

The new Champion wheelbarrow sprayer features the Auto-

BIGGEST POWER MOWER VALUES



27" "IMPERIAL"
MODEL

IN *Cooper* HISTORY

Powered with 3.1 HP Briggs & Stratton Motors, new positive reel adjustment, new all steel welded deck - heavily reinforced. Cooper roller type mowers are ideally adapted for service in parks, large estates, cemeteries, golf clubs, public institutions and industrial plants.

LIST PRICES

"Klipper" Mowers

18" Model.....\$109.50

20" Model.....\$119.50

Prices FOB factory. Slightly higher in Pacific coast areas

"KLIPPER" POWER MOWERS 18" and 20" Cutting Widths

- ★ Exclusive Patented Height Cutting Adjustment
- ★ Simple, Positive, Self-locking Clutch
- ★ Sealed Timken Bearings
- ★ Completely Enclosed Drive
- ★ Convenient Lever Controls for Throttle and Clutch
- ★ 3 Section Wood Roller for Easy Turning
- ★ BRIGGS & STRATTON 4 CYCLE MOTORS
- ★ Full 18" and 20" Cutting Reel Widths

NATIONALLY ADVERTISED
to more than 8,000,000 of
your best prospects in
SATURDAY EVENING POST
BETTER HOMES and GARDENS
AMERICAN CEMETERY
AMERICAN CITY MAGAZINE
FLOWER GROWER

TESTED AND APPROVED BY
Tens of Thousands of Satisfied
Owners Representing Every State
in the Union and Many Foreign
Countries

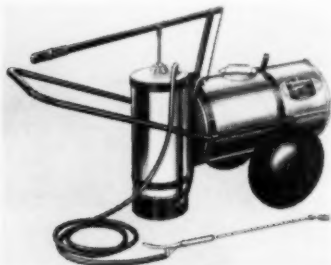


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COOPER MANUFACTURING COMPANY
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Load trade-mark, indicative of the unit's ability to take on its own liquid, as well as air, and to simplify the handling of strong solutions, it was announced.



You load as you pump up pressure with the Auto-Load. According to Mr. Santarelli, this provides increased safety for the compressed air sprayer user, so that he can take advantage of the advances made in chemical spraying solutions. One brief pumping action of 50 or 60 strokes draws spraying solution from the 15-gallon reserve tank on the wheelbarrow into the compression unit and at the same time pressurizes it. Thus, one pre-spraying operation is said to provide continuous spraying of 3½ gallons at a nearly constant pressure of 75 pounds, without repumping.

In addition to its use as a row crop, vineyard and orchard sprayer, the Champion model is said to be useful for insect, weed and animal pest control, as well as liquid fertilizer distribution and poultry house sanitation.

Brodjet Boom Sprayer Released by Hanson

THE HANSON Chemical & Equipment Co., Beloit, Wisconsin, has released its Brodjet boom sprayer for general crop spraying. Originally designed for highway work, the sprayer has

been placed throughout the United States and Canada for the past year as a crop sprayer.

The 4-foot boom will spray up to 34-foot swath. It eliminates all nozzle clogging and cumbersome long pipes. The company also reports that drift is minimized because of larger droplet size. Because of the compact design, a complete unit for 17-foot swaths retails for less than \$100. Larger swaths are slightly higher. The boom can also be bought separately to add to the user's present equipment, it was announced.

Deming Sump Pump Now Available in 1/3, 1/2 H.P.

IDENTIFIED as Figure 4607, the new Deming sump pump is available in two complete units: Unit No. 1 with 1/3 h.p. motor for capacities of 60, 48, 35 and 20 gallons per minute; and Unit No. 2 with 1/2 h.p. motor for capacities of 80, 72, 62, 50 and 35 gallons per minute, against respective total heads of 15, 20, 25, 30 and 35 feet.

Both units are available with lengths for sumps of 2, 3, 4 and 5 feet in depth. The complete units are ready to stand on the bottom of sump basin or in tile and are furnished with an 8-foot extension cord for connecting to light socket.

The centrifugal type pump has bronze impeller fastened to the stainless steel shaft by a key and brass acorn nut. A large bronze bearing supports the shaft. Motor is 115-230 volt AC, 60 cycle single phase, 1750 RPM.

Float switch has two pole snap action silver contacts. It is operated by two small non-breakable weights, which are chemically inert and non affected by common chemicals, soaps, etc. A stainless steel cable moves only 1/2-inch to work the switch. There are no guides to cause friction and gum up.

The strainer is perforated brass

of ample area and durable construction. When specified, a cast iron sump cover is furnished at extra cost. This cover is made in halves to fit in the bell of an 18 to 24 inch tile.

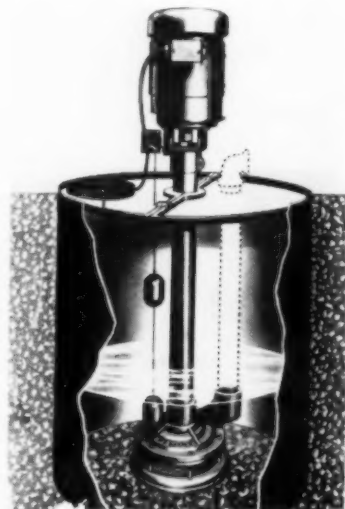


Figure 4607, manufactured by The Deming Company, Salem, Ohio, is said to bring sump pump performance within the lower price range of cellar drainers.

Brillion Combination Is Five Implements in One

FIVE implements in one is the new Brillion Sure Stand grass seeding, fertilizing, pulverizing grain drill combination. It seeds legume and brome grass, fertilizes the soil, pulverizes and packs the soil, and drills in cereal grains—all at the same time. It pulverizes the soil as it fertilizes as it seeds, so there are no lumps or hard clods of ground to prevent the seed or grain from growing.

While doing these operations, it saves time, labor, seed and tractor use, as the farmer pulls only one implement over the field, not three. Made to "take" today's tractor speeds, it has rigid construction where needed, accurate where it operates as a seeder and grain drill, and adjustable where it must be changed for best results in the field, it is claimed.

The grass seeder boxes and the fertilizer boxes can be shut off, if desired. Drill box and legume box have separate shifter and indicator for maintaining accurate adjustment. Seed meter on both grain drill and legume box are made with cast-in washer on fluted feed



84% of all FARMERS are prospects for KEYSTONE poultry netting!



That's a fact—and a profit-making one. U. S. Department of Agriculture figures show that 84% of all farmers raise poultry. Every one is a potential buyer of Keystone Poultry Netting. Many of them will buy *this Spring*.

So, put Keystone Poultry Netting out in front—starting *now*. It's a business-getting traffic item. And, Keystone Poultry Netting offers extra sales advantages that make it easy for you to sell once your customers see it.

These Advantages Help You Sell Keystone Poultry Netting Fast

EASY TO HANDLE—Keystone Poultry Netting unrolls flat, stays flat. Easy to put up, cuts easily and without waste.

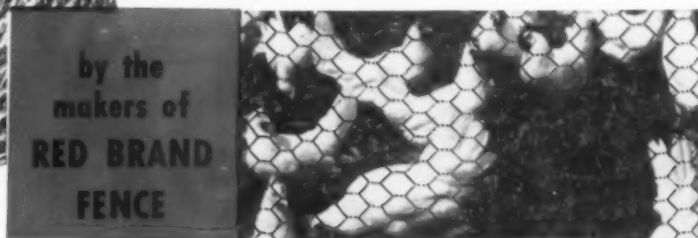
LONGER LASTING—Tight-woven mesh made of strong steel Keystone wire. Stretches up tight and stays that way.

BETTER PROTECTION—Strength, longer life and mesh design mean sturdier protection for poultry flocks.

ECONOMICAL TO USE—Keystone Poultry Netting's longer life and easy-handling make it the most economical poultry fence of all.

STRONG SALES APPEAL—Keystone Poultry Netting is nationally advertised—establishing farmer preference. And, the bright, trim roll makes Keystone Netting an attention-getting package.

For *profitable extra business* and *greater customer satisfaction*—display and sell Keystone Poultry Netting.



Keystone Steel & Wire Company PEORIA 7, ILLINOIS

MAKERS of RED BRAND Fence • RED TOP Steel Posts • Non-Climbable Fence • Gates • Bale Ties • Nails

Your Assurance



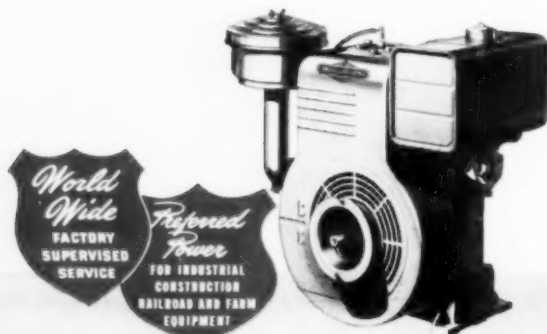
Of All That Is Best In Gasoline Engine Performance

... backed by experience gained in more than 30 years of continuous production and the building of more than 4 million air-cooled engines.

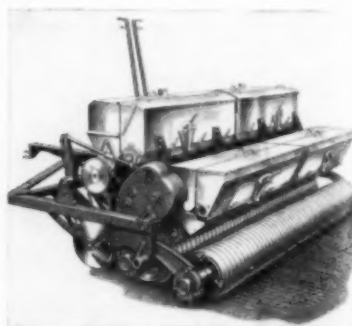
There are more Briggs & Stratton engines in service than all other makes of gasoline engines in their field combined—proof that they are "preferred power" the world over.

Insist on Briggs & Stratton 4-cycle, single-cylinder, air-cooled engines to power your equipment.

BRIGGS & STRATTON CORPORATION
Milwaukee 1, Wisconsin, U. S. A.



side that turns with metering roll to eliminate seed leaking out of seed meter. Capacity of grain box is six bushels; fertilizer box, 300 lbs.; legume box, two bushels; and brome box, two bushels.

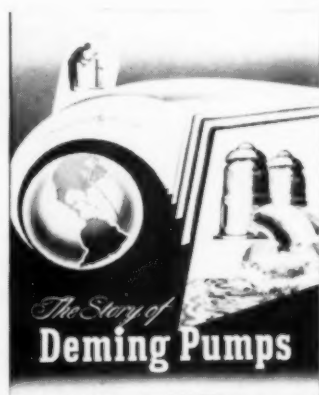


The weight depends on the combination desired, as it is available in four combinations: grass box, fertilizer box and legume box; grain box, fertilizer box, legume box and brome box; grain box, legume box and brome box; and grain box and legume box. Rolling width is 8 ft. 3 inches, weight 2775 pounds, with both grass boxes; 3000 pounds with fertilizer box and both grass boxes. Manufactured by the Brillion Iron Works, Inc., Brillion, Wisconsin.

Pictorial Booklet Tells Story of Deming Pumps

"THE STORY of Deming Pumps," a new 24-page, illustrated booklet published by The Deming Company of Salem, Ohio, is printed in three colors and covers a wide scope of subjects, including the main events in the 70 years' history of the firm.

Among the numerous photographs are present officers, directors, department heads and adver-



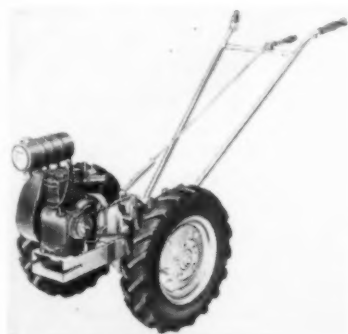
tising men, and the honor roll of 25-year people. Factory views in the 8½ x 11 booklet show some of the manufacturing departments, including the modern Deming foundry.

More than 50 photographs include installation views of Deming pumps and various uses of Deming water systems, some from foreign countries, it was announced.

"The Story of Deming Pumps" is available at no cost from the manufacturer.

1950 Little Bear Tractor Announced by Bettendorf

THE BETTENDORF Company, Bettendorf, Iowa, has announced the 1950 Little Bear tractor. Built for heavier work, it is equipped with 2 h.p. unit with ample power for all garden attachments, according to the announcement.



New refinements announced for the 1950 model are: two forward speeds with full throttle control for all ranges; 12" handle bar adjustment from 31" to 43" ground to grips; designed weight for greater traction; no grease gun needed; solid mounted engine; heavy duty welded steel chassis; simple dependable front and reach hitch; easy pull back and maneuverability; and adjustable wheels for between-row or straddle-crop operation. Precision built for quality, it is priced to sell competitively.

Features of the new Little Bear include: six precision ball bearings for pinions; gears and axle; 2-piece ¾" cast iron housing; four extra heavy duty machine cut gears; 80 to 1 gear reduction in housing; gears and bearings sealed in oil; three automotive type oil seals; no chains or sprockets, and no jack shafts.

Attachments include: 30" sickle bar, 24" power lawn mower, 7"

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Big favorites with farm customers, Anchor Brand Hardware products are rust-resistant and built to last... for greater customer satisfaction.

From Snaps to Hame Fasteners, you'll make more... sell more... when you feature the complete Anchor Brand line. A fine reputation for quality and dependability has made Anchor Brand first choice with farmers everywhere.

Contact your jobber today. Carry a full stock... and profit!



Swivel Snap
No. 225
Eye Sizes: ¾",
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No. 232-½" Eye
No. 240-½" Eye
No. 245-½" Eye
No. 250-¾" Eye



Hame Fastener
No. 711



Hame Fastener
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THE MOST COMPLETE LINE IN THE WORLD



plow and 10" coulters, disc and spike harrows, front and rear cultivators, bull dozer and snow plow.

Gore to Manage New Idea's Dallas Branch

A NEW branch sales office to serve all of Texas, Southern Oklahoma, and Southwestern Arkansas has been opened by the New Idea Farm Equipment Company in Dallas.

With D. C. Gore, well-known in the farm equipment business, as

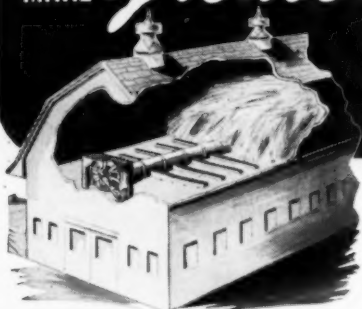
manager, the new branch will have headquarters at 5602-06 Dyer Street.

This is the sixteenth branch office in the nationwide sales organization of the New Idea Division, Avco Manufacturing Corporation, according to H. H. Boettger, general sales manager. The opening of the Dallas Branch is in line with New Idea's expanded sales activities throughout the entire country. Four other new branches have been opened in recent months in the South, Southwest and North Central areas.



D. C. Gore

MAKE Greater Profits WITH... LOUDEN BARN EQUIPMENT



EXCLUSIVE—Hi-Dri Hay Drier

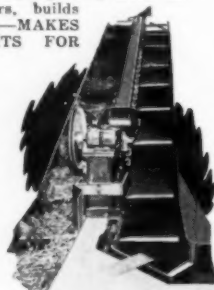
For about 10 years, mow-curing has been the proven way to make better hay. It remained for Louden to develop the first complete all-steel mow-curing unit... test it in the barns of a leading agricultural college... then verify the test results under actual farming conditions. Your customers need a Hi-Dri if they put up 20 tons or more of hay per year—and it pays for itself out of savings in from one to three years. Dealer profit on every sale averages nearly \$300 for 36' x 50' barn unit, frequently reaches \$500.

NEW... The LOUDEN BARN CLEANER

Louden — oldest manufacturer of barn and industrial over-head conveying equipment — combined skills with those of the outstanding designer of barn cleaners to develop this cleaner worthy of the name Louden. Outstanding features include Du-All drive, Master-link chain, factory aligned pre-fabricated corners which any farmer can easily install without skilled help, for perfect trouble-free operation.

Here's the better barn cleaner — the cleaner for you to sell. Trouble-free operation means more satisfied customers, less service — and large unit sale means more profit to you — nearly \$300 on average sale, frequently reaches \$500.

• When choosing your line of Barn Equipment — line up with Louden — the leader! You'll find this great name has more to offer — more than 85 years of experience in building quality Barn Equipment, the longest record of fair and square relations with dealers, most satisfied customers. It's the name MORE firmly established by MORE years of consistent advertising, backed by the greatest supply of dealer helps. Today—Louden sets the pace with the most aggressive, sales-minded organization, plus two great new profit-making products, the Hi-Dri Hay Drier and the Louden Barn Cleaner. Naturally, with this background, Louden has greater acceptance, more enthusiastic customers, builds more store traffic—MAKES GREATER PROFITS FOR YOU.



CERTIFIED Louden Dealer makes EXTRA profits



A Certified Louden Dealer makes EXTRA sales and profits. His One-Man Band display, plus the new complete Louden Dealer Sales Manual and Catalog, plus the exclusive services of the Louden Engineering Department and the Louden salesman make for consistently greater profits. Write for details today.

For the COMPLETE LINE—choose LOUDEN

... who founded the industry in 1867 — since then has led the field, developed more new items in barn equipment — manufactures the most complete line of quality barn equipment. If you now handle Louden, ask your Louden salesman about the Hi-Dri and Barn Cleaner. If you don't handle Louden at present, write your jobber or address below, today. Yes — there's Greater Profit for you when you MAKE IT LOUDEN.

THE LOUDEN MACHINERY COMPANY

362 S. Court St. Established 1867 Fairfield, Iowa
Branch, Albany I, N. Y. (but please send inquiries to Fairfield)



STALLS AND STANCHIONS



ELECTRIC VENTILATION



WATER BOWLS



COW, CALF, BULL & HOG PENS

LOUDEN - Everything for Farm Buildings

A five million dollar expansion program of the company's headquarters plant in Coldwater, Ohio, is nearing completion. This is said to have resulted in tripling the production of New Idea's specialized line of quality farm implements, including manure spreaders, corn pickers, mowers, side delivery rakes, hay loaders, wagons, portable elevators and transplanters.

M-M Announces New Two-Wheel Tractor Spreader

A NEW two-wheel tractor spreader, featuring 15 percent more capacity, a new patented jack or hitch stand, and increased strength throughout to stand up to rugged tractor operation, has been announced by the Minneapolis-Moline Company. The new spreader, which will be known as the LS300, will replace the former 4-wheel LS200 unit.

The new LS300, which made its first appearance in January, retains many of the features of the LS200, in addition to many new improvements. Its capacity is rated at 70 to 75 bushels, and its large feed ratchet regulates the feeding at approximately 3, 6, 9, 12, 15 loads per acre.

A special patented jack and hitch stand is one of its new features. The jack, which is built into the spreader near the tractor hitch, offers easy and quick adjustment to the height of the tractor draw bar when hitching or unhitching, and also serves as a stand when the spreader is not in use.

A new 3-lobe feed cam with extra large cam rollers was designed to furnish smoother feeding action. All beater and distributor shafts are made of heavy-

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In this "Preference Market" prospects are looking for the merits of equipment, and Good Selling is needed. You can capitalize on Planet Jr.'s Preferred Position with *Good Selling*.

When you are selling Planet Jr. your customer should know that you are offering more than just an assembled machine or a piece of equipment. In the background of Planet Jr. there are 80 years of accumulated manufacturing knowledge. In terms of results to your customers that means dependability, long periods of useful operation of equipment, and a service policy that will help him whenever necessary.

As a dealer you can serve your farm area better by selling Planet Jr. Good Selling and Planet Jr. have always been and still are synonymous.

The Complete Planet Jr. Line includes:

Planet Jr. Garden Tractors: 1½, 2½, 3 and 5 H.P.

Planet Jr. Tractor Attachments for plowing, discing, seeding, fertilizing, cultivating, lawn mowing, field mowing, hauling, grading and snow plowing.

Specialized equipment for use with general purpose tractors.

Planet Jr. Planetized Tillage Steels.

Single and Double Wheel Hoes . . . Combination Wheel Hoes and Seeders . . . Fertilizer Distributors.



Seeding



Cultivating



Fertilizing



Lawn Mowing



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Philadelphia 40, Pa.





duty material and run on precision roller bearings. The steel side extension shields for the upper beater are flanged to prevent wrapping of fertilizer material, and a large diameter main beater is said to give improved shredding action.

Heavy-duty steel angles and large reinforcement gusset plates strengthen the sides and bottom, which are made of treated wood to give greater length of life and acid resisting ability. For added safety, all chains and driving mechanisms are fully covered by streamlined, pressed steel shields.

Disc-type wheels with 7.50 x 18 traction tread tires and a 2-inch rear axle with new heavy-duty roller bearings are designed to give added overall strength to the new spreader.

New Idea Announces Personnel Promotions

PROMOTIONS of four staff men have been announced by William M. Werner, vice president and general manager of the New Idea Division, Avco Manufacturing Corp. The four, all of whom have "come up through the ranks," have been with the company for a total of 90 years.

C. J. Steinbrunner, who joined New Idea in 1918, has been promoted from field service manager to product manager in charge of hay handling equipment. Harvey Schulze, who started with New Idea in 1927, has been named to succeed Mr. Steinbrunner as field service manager.

R. B. McClarnon, with New Idea since 1931, has been named product manager in charge of corn harvesting equipment.

O. J. Stucke, with New Idea since 1930, has been promoted to

general sales supervisor of the New Idea Farm Equipment Company and assistant office manager of the company's headquarters offices in Coldwater, Ohio.

H. R. Millet, former assistant to the traffic manager, has taken charge of the company's order and billing department, succeeding Mr. Stucke.

Mr. Steinbrunner began with New Idea as a clerk in the repair department. He then served successively as foreman of the repair department and field service manager before taking over his new position. He is a member of the American Society of Agricultural Engineers and a committeeman on the hay harvesting and storage committee of the same organization. He is a member of the research committee of Farm Equipment Institute and also of the New Idea engineering committee.

Mr. McClarnon first served with New Idea as a repairman in the Indianapolis branch of the company. In 1937 he took charge of the repair department at the Jackson, Michigan, branch, and in 1945 was promoted to manager of the branch, which position he held at the time of his new appointment. R. M. Daw, former New Idea sales representative in the Minneapolis branch, has been elevated to the Jackson branch managership.



Steinbrunner



Schulze



McClarnon



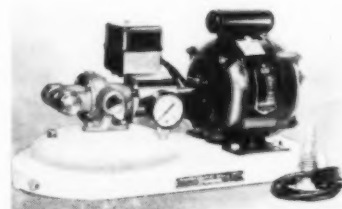
Stucke

Mr. Schulze began in the assembly department of the Coldwater plant. In 1929 he joined the service department to work in the field servicing New Idea two-row corn-pickers. He was promoted to assistant field service manager in 1938, from which he advanced to his new position. The assistant service manager's position has been filled by Paul Bettinger, a former New Idea service man.

Mr. Stucke's first duties were the handling of stocks of machines and repair parts stored at New Idea branches and transfers. He became head of the order and billing department in the main office at Coldwater in 1936.

Steady-Flow Water System Requires No Storage Tank

A NEW water system especially manufactured for resorts, cottages, suburban homes, and farms is the Hypromatic Steady-Flow water system, unique in that it does not require a storage tank, but pumps directly from well, cistern, spring or lake, according to the manufacturers.



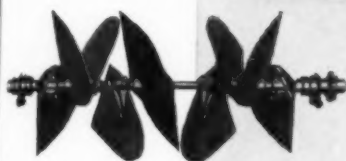
The Steady-Flow system consists of a 1/4 h.p. heavy duty motor, rotary roller pump, mounted on a baked enamel aluminum base and pressure control dome. A built-in relief valve assures a steady flow of water without continuous starting and stopping, it is claimed. The pump delivers up to five gallons of water a minute. Pressure ranges from 20 to 40 pounds.

The Hypromatic Steady-Flow

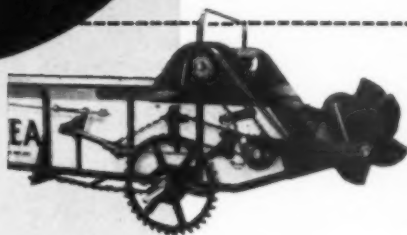


JUST A FEW OF
THE REASONS WHY
THE **NEW IDEA**
IS THE WORLD'S
FASTEST SELLING
SPREADER

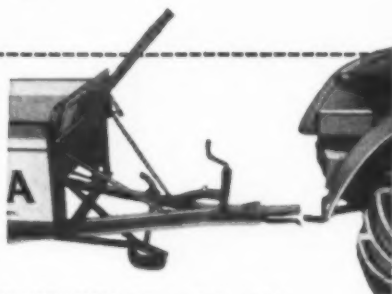
A sales story based on facts and the demonstration of superior performance wins customers faster than any other sales story. That's why dealers for NEW IDEA Farm Equipment say their sales job is easier and more profitable. If we are not adequately represented in your territory, please write us today.



PULVERIZING DISTRIBUTOR does an unexcelled job of pulverizing and wide, even spreading. An original NEW IDEA invention perfected by fifty years of spreader building experience.

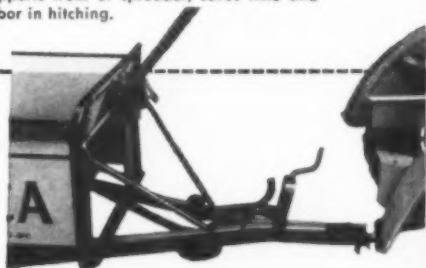
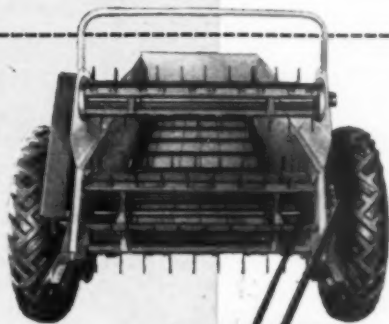


GROUND WHEEL DRIVE develops tremendous power for cylinders and distributor. Direct axle feed controls number of loads spread per acre.

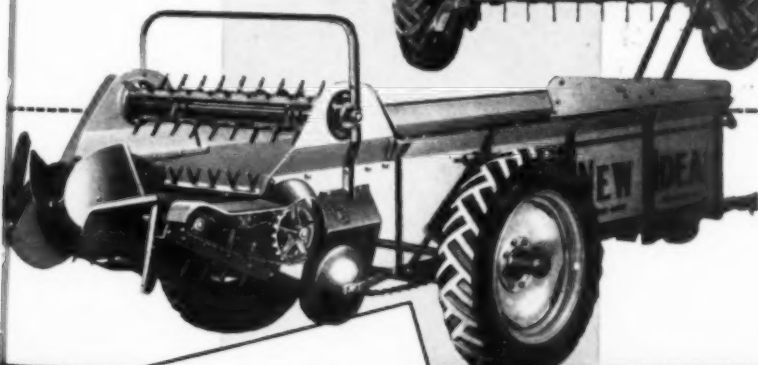


GREATER CONVENIENCE with controls easily reached from tractor seat. Adjustable foot supports front of spreader, saves time and labor in hitching.

FLARED NON-CHOKING BED makes for increased capacity, easier loading. Wide upper cylinder clears out top part of load first. Steel arch supports and braces entire rear portion of machine.



RUGGEDLY CONSTRUCTED to withstand hardest usage. Angle steel framework is lined with select and treated yellow pine, tongue and grooved then riveted in position.



MADE IN THREE SIZES to meet every requirement. Tractor spreaders in 60 and 90 bushel capacities; horse drawn 4-wheel spreader in 70 bushel capacity.

LIME SPREADING ATTACHMENT available for New Idea Spreaders handles all types of pulverized material's.

Remember...
...if it's a
NEW IDEA
it's a good idea

NEW IDEA

AVCO
DIVISION MANUFACTURING CORPORATION

Circleville, Ohio • COLDWATER, OHIO • Sandwich, Illinois

Leaders in manufacture of specialized farm equipment for more than 50 years.

system conveniently fits under standard sinks or in other small areas. It measures 18 inches long, 9 inches wide, and 11 inches high. Weighing only 40 pounds, the unit can be easily carried from place to place.

According to the manufacturer, Hypro Engineering Co., of Minneapolis, the Steady-Flow system delivers a steady flow of water from wells up to 22 feet deep.

Lime, Fertilizer Spreader Added to Dearborn Line

A NEW lime and fertilizer spreader has been added to the Dearborn line of farm equipment, according to M. D. Hill, general sales manager, Dearborn Motors, Detroit, national marketing organization for the Ford Tractor and Dearborn Farm Equipment.

The hopper body of the new spreader is eight feet wide and has a capacity of about 1,000 to 1,250 pounds, depending on the condition of the fertilizer being spread. The bottom, which is formed to the agitator for uniform, clog-free dispersal of fertilizer, is



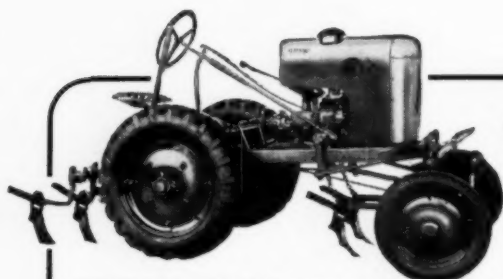
perforated by 16 flow holes.

The agitator is the split, disc type, designed to pulverize the fertilizer thoroughly and to force the mixture through the dispersal holes.

A lever, accessible to the tractor operator, permits regulation of the flow of fertilizer from the Ford Tractor seat. This flow can be regulated at any amount from 100 to 5,000 pounds per acre, depending on the type of material used.

This tool takes care of all lime and commercial fertilizer spreading jobs. It is of quality construction and will give excellent performance, it is claimed.

The spreader can be quickly and easily attached to the drawbar of any tractor through the spreader's heavy duty tractor hitch. A tow plate made of reinforced steel is located at the rear of the hopper for pulling harrows or other equipment.



**"DU-ALL"
Riding
Tractor**

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline... give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction... the kind your customers want. Easy to start, easy to run... a child can operate any Shaw Tractor.

ATTRACTIVE PROFIT MARGINS

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities.

SOME CHOICE DEALERSHIPS STILL OPEN

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now

shaw

MANUFACTURING CO.

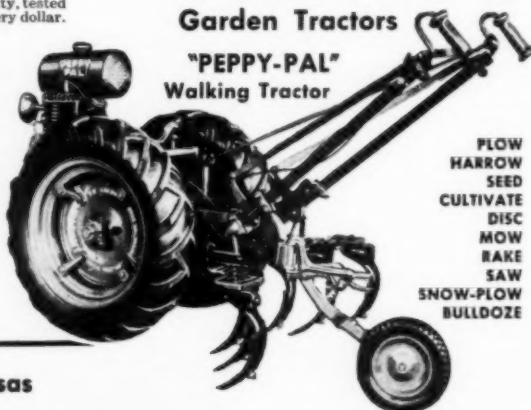
8302 Front Street, Galesburg, Kansas

**Profit From A Tractor Line
That Helps Sell Itself**

shaw

**"DU-ALL" and "PEPPY PAL"
Garden Tractors**

**"PEPPY-PAL"
Walking Tractor**



FLOW
HARROW
SEED
CULTIVATE
DISC
MOW
RAKE
SAW
SNOW-PLOW
BULLDOZE

It's just this easy to use ... just this easy to sell



Now Available for Models "22", "30", "44" and "44-6", the Massey-Harris Depth-O-Matic System gives farmers a hydraulic system with new, exclusive features of flexibility and convenience... gives you a tremendous lever for increased tractor sales.

You have more of everything to sell in Massey-Harris Tractors — more power . . . more economy . . . more convenience . . . more efficient operation.

There's no better example of this than the Massey-Harris Depth-O-Matic System for raising and lowering implements and holding them to their job.

One simple lever, conveniently located a few inches below the steering wheel, does all the work.

A feather-light touch of this lever and up comes cultivator, bedder, or planter — hydraulically. Another touch and down they go to their work — *under power*. No jerking, jarring, banging or dropping — but smooth as cream.

This same lever that controls the lifting and lowering, also determines the working depth by means of a simple adjustable stop. The farmer works at the depth he selects — all the time — no matter what the soil condition.

This same control lever also operates the remote cylinder that's used for lifting plows, angling discs, snow blades, and bulldozers. The simple addition of another valve makes the Depth-O-Matic System adaptable for raising and lowering front mounted manure loaders, hay forks, and shovels. And this power is available whether the tractor is in motion or standing still.

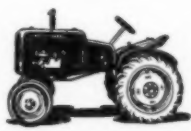
The Depth-O-Matic System is just another reason why more and more farmers are "Making it a Massey-Harris" — why Massey-Harris dealers have unequalled opportunities for growth and profit. Why not get the full details of the Massey-Harris franchise — your territory may be open.

THE MASSEY-HARRIS COMPANY

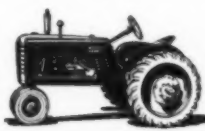
Quality Avenue, Dept. B-185, Racine, Wisconsin

Branches in Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Des Moines, Iowa; Enid, Oklahoma; Grand Forks, N. D.; Harrisburg, Pa.; Kansas City, Kan.; Los Angeles, Calif.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Nebraska; Racine, Wisconsin; St. Louis, Mo.; Stockton, Calif.; Wichita, Kan.

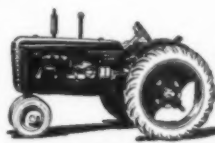
Make it a Massey-Harris



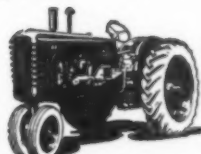
1-Plow "Pony"



2-Plow "22"

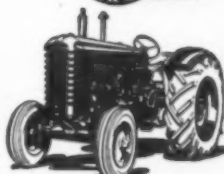


2-3-Plow "30"



3-Plow "44-6"

3-4-Plow "44"



4-5-Plow "55"

Stationary Power Line Shields for Safer Farming

WOULDn'T it be a great day if power line accidents were wholly a thing of the past?

Well, it looks as though that day may be approaching. Manufacturers of farm equipment are now producing power line safety shields that cannot be removed when the shaft is in operation. These shields may be opened for servicing and inspection of the power shaft but they cannot be removed unless the operator goes to work on them with a blow torch or a cold chisel—and nobody expects that to happen.

For many years the manufacturers of farm machinery have been providing shields for the power line, but many farmers have failed to keep the standard shield in place despite the fact that rapidly revolving power take-off shafts are an ever present accident hazard. Too frequently shields have been left in the implement shed or in fence corners.

Most of the non-removable shields are built with a loop around the pipe connection between the universal joints, or otherwise permanently attached so they cannot be removed.

The farm equipment industry has always sought to build safety into its products, but this latest development is another step in the direction of making farm equipment more foolproof. If the power drive is in use, the shield stays with it.

It was more than ten years ago that the Farm Equipment Institute, which represents the various farm equipment companies, appointed its Farm Safety Committee. It was recognized that the industry had performed a real job in the direction of safeguarding its machines, but it also seemed necessary to place greater emphasis upon care and caution to be used by farmers in the operation of their equipment.

When power for the farm was furnished by horses, manufacturers had much less urgent need for cooperative effort concerning the safety of their machines, but with the advent of the tractor, when one make of tractor might pull another make of implement, the matter of safety necessarily became a cooperative effort.

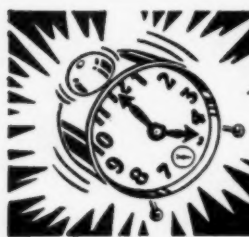
One of the first steps taken by this Safety Committee was to recommend the use of uniform "safe-

ty first" signs at specific points on all power-driven machines. The various manufacturers readily cooperated in adopting these safety warnings, and also included a safety first statement (provided by the National Safety Council) in their instruction books covering such equipment. The second step toward reducing the hazard of farm accidents from machinery was to bring design engineers into the safety picture. This was done through the appointment of an Advisory Committee of engineers representing companies in various divisions of the farm equipment industry.

One of the principles agreed upon by this Committee was not to commercialize safety features for the advantage of any one manufacturer. All safety ideas developed are the mutual property of the entire industry.

Prior to 1938, there was no provision for any fastening between the shield over the power take-off shaft on the tractor and the power line shield furnished with the implement.

So the Advisory Committee of the Farm Equipment Institute, at that time began the development of a uniform method of shielding



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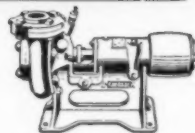
DEMPSTER

WATER SUPPLY EQUIPMENT

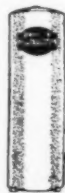
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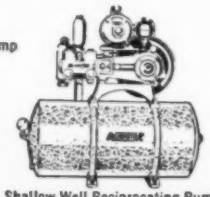
Deep Well Reciprocating Pump



Centrifugal Pump



Deep Well Ejector Type Pump



Shallow Well Reciprocating Pump

DNT-1-49

DEMPSTER MILL MFG. CO.

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OLIVER FARM AND GROVE EQUIPMENT
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OCALA, FLORIDA

September 23 1949
TELEPHONE 87

Mutual Implement and Hardware Insurance Co
Owatonna - Minnesota
Gentlemen:

This is to advise that we are now carrying all of our fire and casualty insurance with your company. We find this most satisfactory since by doing so we are only dealing with one company. One of the things that influenced us to make this change in addition to the fact that it saves us considerable money on our insurance was the very friendly spirit and desire to be of help to dealers that prevail in your organization. In other words an honest desire to see a customer have the amount and type of insurance they needed rather than just sell insurance.

This seems to be a policy of your organization from the president down to the local representative. It has been my privilege to know John Buxton and we find this true with him as it is with your local agent C. Carle Van Sickle. In short we are very pleased with the entire insurance set up and compliment you on the type of your personnel and policies.

Wishing for you greatest success which we are sure you will achieve. we are.

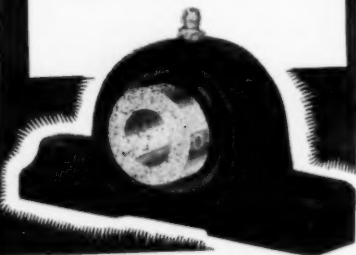
Yours truly,

SMITH TRACTOR COMPANY
BY *C. A. Smith*
C. A. Smith

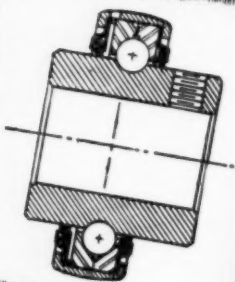
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MUTUAL IMPLEMENT AND HARDWARE
INSURANCE COMPANY
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SOUTHERN OFFICE • ATLANTA, GA.

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BALL BEARINGS**



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Agents, distributors and dealers wanted

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for the power take-off shaft of the tractor and the connecting power line to the implement. It was felt this was the most pressing need at the moment because many accidents had resulted from improperly guarded power take-off shafts and drives, or from makeshift hookups.

Intended Protection

This safety project was intended to provide shielding of the universal joint and power shafts transmitting power to the implements. It was agreed that the tractor manufacturer would be responsible for covering the power take-off shaft of the tractor and the implement manufacturer would protect the power line on the implements up to the tractor shaft.

And so the connection between the tractor shield and implement shield had to be established in order to:

1. Make it possible to attach any power-driven implement to any tractor with the assurance that the tractor shield and that of the connecting implement would couple together.
2. Make sure that the guards and shields would be stiff enough to withstand a person's weight and thoroughly protect the moving parts.

Safety Enhanced

These objectives were accomplished and, since 1942, uniform connections for the power line and shield have been provided by practically all manufacturers. This enabled the purchaser of any make or model power take-off operated implement to connect up the power line and safety shield with any model tractor. The non-removable shield is a further step toward the reduction of accidents due to contact with the power line.

In their safety program, the farm equipment manufacturers have worked very closely with the National Safety Council, and the non-removable power line shield is another example of this cooperative effort.

As in the case of the removable shield, the new non-removable types were developed jointly by engineers from the different companies, and the use of the shield is open to all manufacturers. Some of the companies are supplying the new shield with all their power-driven implements, while others are just getting into production.

M-H Promotes Detling To Memphis Branch Post

VAN N. DETLING has been appointed assistant branch manager at the new Memphis Branch of the Massey-Harris Company, according to an announcement by L. M. Sweeney, vice president of sales for the company. Branch manager of the new Memphis Branch is L. R. McMillen.



V. N. Detling

Prior to this, Mr. Detling has held the positions of division manager and district manager at the company's Columbia branch. Before the war, he worked for several other implement companies, and had also been engaged in the implement business with a dealership in Ohio.

New Shenandoah Waterer Accommodates 250 Chicks

SHENANDOAH Equipment Company, Harrisonburg, Virginia, has introduced a new, round, automatic waterer capable of accommodating up to 250 broilers. It is adjustable for use with baby



HERE'S THE DE LAVAL LINE "Package" FOR 1950



The De Laval "package" for 1950 is a truly great line—offering to the sales-minded dealer year-round activity. The range of the De Laval line is wide, offering great opportunities for repeat business and multiple unit sales. A name that can't be surpassed in the entire farm field, plus a line of equipment each

member of which lives up to the great De Laval name in performance, quality and long service, is the kind of line you want to handle. The 1950 De Laval line offers volume to you because to the farm family it offers "Better Farm Income ... Better Farm Living." Why not write for complete dealership information.

**CREAM SEPARATORS ★ FOOD FREEZERS ★ WATER HEATERS
MILKERS ★ MILK COOLERS ★ CAN HOISTS**

Write Your Nearest De Laval Office



For Full Dealership Information

chicks, full grown broilers or turkey poult, with a range of adjustment of 7½ inches. The white plastic trough, which is reputed to attract poultry and be easy to keep clean, is molded from American Cyanamid's Beetle Plastic by the Hafleigh Company of Buchanan, Virginia.

The new double action valve used with the waterer is made of high quality brass, and is claimed to be engineered for long life and dependable service. In addition, the unit may be used with gravity or pressure water systems. The retail price, complete, is \$5.25.



V. H. Brierley



H. J. Peterson, Jr.

North & Judd Announces Sales Personnel Changes

AT A regional sales meeting held in Chicago recently, T. C. DeLoach, general sales manager, announced two important appointments in administration and field sales of the North & Judd Manufacturing Co., makers of Anchor Branch saddlery, harness, riding and luggage hardware, and other items.

Vernon H. Brierley, for 15 years a divisional sales manager, has been advanced to merchandise manager. Mr. Brierley, who has been with North & Judd for 25 years, will continue to make his headquarters at the general offices in New Britain, Conn.

Harry J. Peterson, Jr., who has been resident manager of the St.

Louis office since the death of his father in 1947, has been appointed central district sales manager. Mr. Peterson, who has been with North & Judd for 28 years, will supervise the activities of the Chicago, St. Louis and Dallas offices. He will make his headquarters at the St. Louis office at 411 North 10th St., St. Louis, Mo.

Wholesalers to Meet with Factory Representatives

PAIGE NEWTON, president of Mitchell, Lewis & Staver, Portland, Oregon, and also president of Farm Equipment Associa-

tion, announces that the association members will join with representatives of all interested factories in a day of interviews on Friday, April 14, in the Edgewater Beach Hotel, Chicago. This will follow the annual meeting of the association on the preceding day.

The latest of these "factory days" held by the wholesalers last September 30, resulted in the opening of a large number of new accounts between manufacturers and wholesale distributors.

Further details may be obtained by manufacturers by writing the secretary of the wholesalers association, C. E. Woodward, 1011 Lumber Exchange, Minneapolis, Minnesota.

new

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THE BILLINGS & SPENCER CO
HARTFORD 1, CONN.

NEW COLUMBIANA "ALL-IRON" PITCHER SPOUT PUMP



Fig. 19, No. 2

• Here are some of the outstanding features that make Columbiana the preferred name in hand pumps for the entire world:

- ★ NON-DRIP SPOUT
- ★ ADJUSTABLE REVOLVING BEARER
- ★ ANTI-FREEZE ACTION
- ★ CUTAWAY BASE permits placing bucket directly under spout

Designed for wells and cisterns up to 25 feet deep. This low-price, high-quality 20-pound pump is 18½" high, has a 3" polished cylinder diameter and a ½" suction connection for standard pipe tap. Finished in handsome green enamel. Write today for complete information.

Established 1888

Columbiana PUMP COMPANY

COLUMBIANA, OHIO, U. S. A.

WANTED!

Names of distributors of farm equipment (other than branch offices of the leading manufacturers) and particularly independent sales agents calling on the farm equipment trade.

With the many new items of farm operating equipment appearing on the market, we are occasionally asked by the manufacturer to put them in touch with a distributor or an established sales agency.

If you answer this, please indicate the territory you cover and also, if a sales agent, the lines you handle. By giving us the latter information, we would not write you about an account which might be competitive with one you are already handling.

If you wish, this information will be kept confidential and your name will not be submitted to any manufacturer without your permission.

FARM EQUIPMENT SECTION
of Southern Hardware
806 Peachtree St., N.E., Atlanta 5, Ga.

New Catalog Announces Dobbins 1950 Line . .

THE 1950 line of hand sprayers and dusters, and garden and estate power sprayers, is described in the illustrated Catalog No. 48N recently issued by Dobbins Manufacturing Company of Elkhart, Indiana.

Units described include all-purpose air hand sprayers; garden and crop dusters; rubber-tired and skid-type power sprayers; booms for garden and estate work; bucket and barrel pumps; wheelbarrow sprayers; knapsack sprayers; flame sprayers; chemical sprayers; atomizers; the versatile Dobbins Spray wand; and a full line of accessories.

The complete line described in the Dobbins catalog includes models and capacities adaptable to every type of spraying and dusting; vegetable and flower gardens; fruit orchards, vineyards, greenhouses, lawns, shrubs, livestock and buildings.

The 1950 models range in capacity from four-ounce household atomizers to 50-gallon garden and estate power sprayers. All are designed for ease in handling and for

efficient spraying of varied solution, the manufacturer announced.

The 24-page catalog is free on request to Dobbins Manufacturing Company.

New Idea Picker-Husker Places First in Contest

A NEW IDEA picker-husker amassed a net load of 3,820 pounds in 20 minutes, to place first among corn picker-huskers in a national contest near Marion, Iowa, in November.

The mechanical corn picking contest, first of its kind ever held, was sponsored by radio station WMY, Cedar Rapids, Iowa, and attracted 17 entrants and 15,000 spectators.

The New Idea one-row, pull-type picker was operated by its owner, K. O. Knudsen, of Marion. It was the only picker which did not incur deductions as a result of husks in the load, and its 78-pound deduction for gleanings was the lowest in the field. The next lowest gleanings penalty was 202 pounds.

H. H. Boettger, general sales

manager, and C. J. Steinbrunner, product manager, represented the New Idea Farm Equipment Company at the event.

CONVENTION DATES

Arkansas Hardware & Farm Equipment Association, annual convention and show, Feb. 13-15, 1950. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, A. W. Porter, LaFayette Hotel, Little Rock, Ark.

Farm Equipment Dealers' Association of the Carolinas, annual convention, Feb. 6-8, 1950. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, North Carolina.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 7-9, 1950. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Oklahoma.

Tri-State Hardware & Implement Association, Herring Hotel, Amarillo, Texas, Feb. 11-14.

WHAT COTTON GROWERS ARE LOOKING FOR

DOBBINS NEW All-Purpose, Low-Cost POWER SPRAYERS and DUSTERS

- To Kill The Boll Weevil
- Control Weeds
- Spread Defoliants



Above, Dobbins rear-mounted tractor Boom Sprayer with special cotton-spraying nozzles.

Left, Dobbins four-row Power Duster for cotton crops.

New and improved Dobbins Power Sprayers and Dusters are ideally suited to combat the boll weevil and save the 1950 cotton crop. They're sturdily constructed, easy to operate, with many exclusive Dobbins features that assure trouble-free, efficient operation. ALL UNITS ARE PRICED TO SELL!

One of the most popular Dobbins models is the 13-nozzle Power Sprayer, easily mounted to PTO of tractor, and enabling growers to combine cultivating and spraying in one operation. Spray coverage up to 23 feet, and pressures range up to 150 pounds. Booms are adjustable for height, and complete-coverage nozzles are adjustable for row width. Folding booms and three-way shutoff system furnish maximum versatility.

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**NEW PRICES!
NEW MODELS!
NEW FEATURES!**



**EVERYTHING TO
HELP YOU SELL MORE
PAGE**

**Garden
Tractors**

PRICES! Now reduced to help you beat competition—\$188 to \$440, including cultivator, equipment lift, and reverse!

MODELS! Your customers can choose from new walking and riding models in "Standard" and "Master" lines from 2 to 6 HP!

FEATURES! Page, the leader, now presents even more tested features that win customers over at a glance! Page brings bigger Profits to you because Page builds a better tractor that you can sell for less! Page has been building quality machines for 25 years so you can sell with confidence.

- ★ All equipment attached and detached in seconds.
- ★ Every Page model equipped with reverse gear.
- ★ Every model complete with equipment lift.
- ★ Transmission is completely gear-driven—like big farm tractors. Direct drive from engine. No belts or chains.
- ★ Steel and grey-iron castings and steel forgings help provide longer life and better appearance.
- ★ Tractor is balanced for maximum traction and easy handling.
- ★ Wheels, handles, cultivator, and other equipment are easily adjusted.
- ★ Individual wheel clutches assure positive full drive. No cheap ratchets.
- ★ Page Tractors are equipped with well-known engines. Your customers buy with complete confidence.
- ★ All models have plenty of eye-appeal. Painted royal blue and trimmed in brilliant red.
- ★ All tractors and equipment carry a 12 months' guarantee against defective workmanship and materials.

Every Page model has two big NEW features:

**NO OTHER GARDEN
TRACTOR GIVES YOU
AS MUCH AS PAGE
FOR THE MONEY!**

**Write today
—SEE HOW EASY IT IS
TO BECOME A MONEY-
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Over 60 Attachments to attract customers!

Turning Plows	Furrowers	Pumps
Cultivators	Potato Diggers	Weed Sprayers
Discs	Hilliers	Lawn Mowers
Spring Teeth	Cutter Bars	Hay Rake
Dusters	Snow Plows	Seeders



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Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 119

March, 1950

No. 3

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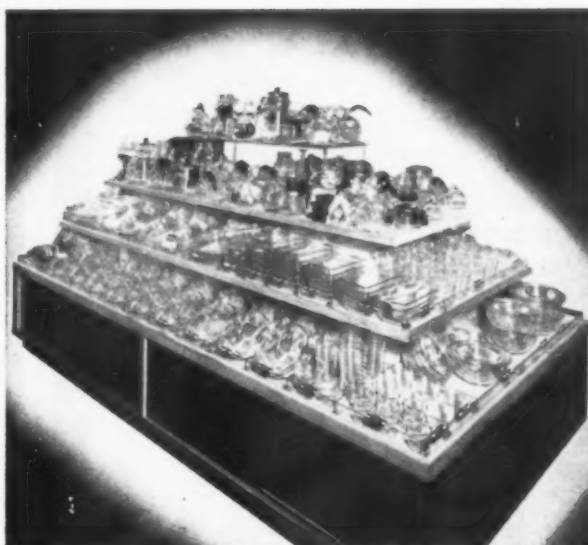
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SOUTHERN AUTOMOTIVE JOURNAL

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SOUTHERN HARDWARE for MARCH, 1950

Step UP Your Profits with Step UP Display Fixtures



Association Designed

SHOPPING ISLANDS

Are Flexible and Versatile!

It's "eyes right" . . . *right* on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures . . . they're Association-designed for Association members only. Attractive Shopping Islands add 50% *more* display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures *first* before you buy!

For Complete Store Planning
Consult Your State Association

Streater INDUSTRIES, INC.

SPRING PARK, MINNESOTA

● Our Fixtures Available Only
Thru State Hardware Ass'ns ●

...for **EVERY** chain need!



ROUND
Sling Chain
Any length.
Single, double
3-way, 4-way.
Any pattern



Welded Rings



Steel Sash



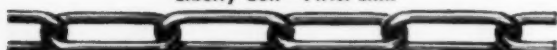
Brass Safety



Proof Coil or BBB Coil



Liberty Coil—Twist Link



Liberty Coil—Straight Link



Liberty Machine—Twist Link



Lock Weave or Triumph Pattern



Buckeye or Brown Pattern



Double Jack



Single Jack



S Hooks



Repair Links



Slip Hooks



Cold Shuts



The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies: The Bridgeport Chain & Mfg. Co. Bridgeport 1, Conn. • The Cleveland Chain & Mfg. Co., Cleveland 5, Ohio • Round California Chain Co., So. San Francisco and Los Angeles 54, Cal. • The Round Chain & Mfg. Co., Chicago 6, Ill. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Woodhouse Chain Works, Trenton 7, N. J.



A LETTER TO "OUR CONGRESSMAN"

TODAY'S issue of our local newspaper (Florida) contains a news article about the current projects which our senior senator is trying to promote.

These projects are: (1) Establishment of an international mart in Miami for exhibition of products of this country and of Central and South America. (2) A bill to appropriate \$2,000,000 for a Spanish-American War memorial in Tampa. (3) Raising the support price for naval stores. (4) An appropriation of \$3,250,000 to start work on an inter-coastal canal. (5) Construction of a cross-state barge canal.

Now all of these, no doubt, are worthy projects and might well be given serious consideration—if we could afford them. But at a time when our national government is head-over-heels in debt and is currently piling up a five-billion-a-year deficit, why should anyone seriously urge such a project as, for instance, a \$2,000,000 Spanish-American War memorial?

The explanation is simple: This is election year for the senator.

And, unfortunately, this is not an isolated example. It seems characteristic of many if not most of our national legislators that their chief interest in life is being re-elected to office, and their most diligent efforts are devoted to wangling Federal funds for their respective districts.

Of course, that's one big reason for our constantly growing tax burden. The result is that our Federal government is taking more and more money from us each year, so that it can make larger and larger appropriations for local projects which we don't really need or can't afford.

In these perilous times we need legislators who represent the U. S. A., and not merely the local interests of one district or state.

Now in the same issue of our local newspaper is a news article stating that our congressman would appreciate opinions from his constituents as to what he should do for his district. In our response to this invitation, we took the liberty of saying, in part:

It is my frank opinion that in these times our congressman could well afford to more or less forget his own district and concentrate his attention on those all-important problems of keeping the government from intruding further into fields of private business enterprise, and from continuing its present headlong course into national bankruptcy.

Will that letter to Congressman Herlong have any effect? Not unless many other folks write similar letters to their representatives in Washington. Not unless we become more interested in maintaining a sound, stable government than in promoting local projects with Federal funds. Not unless we get out of the habit of expecting a paternalistic government to do for us the things we can and should do for ourselves.

Trade Topics

TO HELP YOU SELL MORE



...we're telling DIXIE FARMERS about DIXISTEEL FENCE!

Your best customers—Dixie Farmers—are seeing a lot about DIXISTEEL Fence these days.

Leading Southern farm publications are carrying big, selling ads about DIXISTEEL Fence on Dixie Farms. Actual, on-the-farm photographs and stories are being featured in these advertisements.

The main reason for all of this advertising is to help you sell more DIXISTEEL Fence. So stock up and feature the fence that is Southern made for Southern needs.

See your wholesaler or write today for full information about the DIXISTEEL Fence line.

Sell the Fence That Has All 5 Features

1 Genuine Copper-Bearing steel wire, rust-resisting through and through	2 Crack-proof zinc armor further protects wire from devastating rust	3 Four wrap, hinge-joint construction stay wires won't slip or pull loose	4 Tension curves in line wires allow for expansion and contraction	5 Only full size wires, accurately and correctly spaced are ever used



BACKED BY SOUTHERN ADVERTISING TO BUILD MORE SALES FOR YOU!

Dixisteel Fence ads appear regularly in publications reaching 373,471 farmers.



Made only by the
Atlantic Steel Company

MAKERS OF **DIXISTEEL** SINCE 1901
ATLANTA, GEORGIA

At Wimsatt-Jarden, Inc., a customer consults a paint salesman on a bright finish for her recreation room. Spring campaign to boost paint sales is aimed at the home-owner and uses such media as direct mail advertising, radio, handbills, and newspapers



Advertising and Canvassing Boost

Spring Paint Sales

By S. D. Miller

A WELL-INTEGRATED sales and promotional campaign has brought Wimsatt-Jarden, Inc., hardware dealer in Washington, D. C., a yearly volume of \$150,000 in paints alone. This is 60 percent of the store's total annual volume.

James McSherry Wimsatt, the president of this four-year-old corporation, who had had no previous experience in paints or general hardware, recognized that there was more construction under way in Washington and its suburbs than in any other city of its size in the nation. He concluded that by using all the available promotion material, a satisfactory share of the big yearly market in paints would fall to his store.

The growth in population of greater Washington necessitated the construc-

tion of new hospitals, office buildings, apartment houses, churches, hotels, private schools and institutions. Knowing that a large proportion of the store's paint sales would come from new construction, Wimsatt went after the contractors and architects.

"I also heard so many apartment occupants complaining about the condition of their apartments and the negligence of landlords that I knew there would be a good market in apartment house main-

tenance," Wimsatt added.

So he sent two salesmen into the field to contact building contractors, architects and maintenance men, and he launched a spring paint campaign to reach homeowners.

In promoting paints through personal contact, there is emphasis on quality for the price paid.

"You get what you pay for in paints," asserted Wimsatt who, during the paint campaigns, goes into the field occasionally and helps to sell. "Buying paint is like buying an automobile. For a certain price you get a certain quality. For a good flat-wall finish you pay a certain price—for a better quality, a higher price."

Personal contact was also used in reaching an-

As the result of outside selling and a well-planned advertising program, this store's paint sales now account for 60 percent of annual volume



Wimsatt, left, goes over a price list with a contractor who is planning to re-paint an apartment house. Because of the large building program underway in Washington, contractors are a source of volume sales

other good paint market: that of bakeries, dairies, etc., where a top-quality white enamel, having chemical properties that would not be affected by steam and heat, was needed.

The spring paint campaign aimed at the home-owner makes use of direct mail, handbills, newspapers and radio.

From a mailing list arranged by house number and street, 10,000 penny postcards are put through an addressograph machine telling home-owners what deck enamel will do for their porches and garden furniture. (In the fall a corresponding paint campaign is run, this time pointing out what good wall finishes will do for interiors. Customers are reminded also that it is a good time to paint the recreation room.)

This year, the first spring postcard will advertise the store's existence in the neighborhood, since Wimsatt has observed that his present location on a much-traveled thoroughfare into suburban Washington brings more business from the suburban area than from the immediate neighborhood. So the first postcard will put the Wimsatt-Jarden hardware store in the neighborhood home-owner's eye.

A second and third postcard will advertise spring planting, since people will go outdoors to spread fertilizer when it is still cool, but

will wait for warmer weather to paint.

A fourth and fifth card will call for spring painting of porches and furniture. Outside white paint and fence paint will be emphasized.

Wimsatt has found direct mail and handbills to be the most effective promotion. A simple printed handbill on good letterpaper, illustrated with three or four pictures and having no mention of prices is invaluable in letting home-owners know it's time to paint.

"When I get a 'phone call or have people walk in with my handbill or postcard and ask for paint, I could ask for no better proof of the effectiveness of this kind of promotion," said Wimsatt.

The distribution of handbills, a recurring problem for many dealers, has been solved adequately by Wimsatt who employs a number of reliable school boys who do the work after school hours and on Saturdays.

Newspapers are used as still another means of advertising. Ads are placed twice a week in daily papers. This year's newspaper campaign starts in February and will continue until Easter week, a period when Wimsatt feels that the average household has other plans. After this vacation period, the ads will be continued.

In addition, Wimsatt has one-minute spot announcements sandwiched into the morning musical programs on the radio. These promote spring painting and gardening.

To meet the response which these various forms of promotion bring—it is necessary to maintain a well-rounded inventory of paint amounting to about \$50,000.

Watch Repair Shop Helps Build Store Traffic . . .

FIFTEEN years ago, an experiment in building store traffic, a watch repair shop was erected in the rear of the Wymore Hardware Store in Kansas City, Missouri. Today the department is

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The watch repair shop, above, is located in the rear of Wymore's Hardware Store and serves to pull traffic through the store



E. V. Strickland, left, points out features of a rod and reel to a tackle customer. Direct mail advertising in the form of postal cards are the leading promoter of tackle sales. Bottom: Neilson Martin sketches a preliminary design for the mailing pieces which usually contain also the limits on the popular game fish in the area

Direct Mail Ads

By Stuart Covington



AN EFFECTIVE direct mail campaign, backed up by well-planned store salesmanship, has enabled the MS&C Hardware Company of Aliceville, Alabama, to build a constantly increasing fishing tackle volume in a town of less than 3,000 population.

In 1949, MS&C's hard-hitting postal promotions helped tackle specialists M. H. Strickland and W. H. Somerville to close five percent more sales of fishing gear than in the previous twelve months.

The keystone of Store Manager W. W. Ramsey's direct mail program in this small-town store is a yearly distribution of approximately 1,000 mimeographed, illustrated, postal cards, which are mailed to all local and RFD box holders. Mailed every spring, the cards are created and illustrated by store salesman Neilson Martin, who majored in art during his college years. Martin handles all

MS&C advertising, running off the cards on the store's mimeographing machine.

Although Ramsey's postal cards are his leading promoter of tackle sales, they contain a minimum of ad copy. Most of the space on the cards is devoted to the illustration and listing of limits on the

most popular game fish in the Aliceville area. Only at the bottom of the cards does he use a straight "commercial," and this is in the form of a brief description of fishermen's supplies available at the store.

These postal cards are converted into a reference card which may be referred to constantly throughout the fishing season. And one card probably will produce as many sales as three to five mailings of manufacturers' imprints, or as many newspaper advertisements, Ramsey said.

The postals also serve as a springboard for other promotional material, which consists of imprinted envelope stuffers mailed three times yearly—in the spring, summer and early fall. Between 400 and 500 stuffers constitute each mailing. Two or three varieties are sometimes allotted to each envelope, depending upon

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BILLBOARD

By Bob Latimer

THROUGH the medium of billboard advertisements, the Central Hardware Company of St. Louis, Missouri, is carrying out a promotional campaign with a real sales punch.

To the owners of this company, there's no better way to bring city-wide attention to the hardware store—provided the hardware retailer's advertisements are sufficiently individual and attention-compelling to fix themselves firmly in the home-owners mind and contain a constant brand of humor that readers soon come to associate with the company name.

This hardware firm has been a steady user of billboard advertising for a number of years—during which time 50 billboards, located at strategically chosen

spots around St. Louis, have shown an entirely new theme, new posters, etc., every month.

As a result, Central Hardware has been able to make permanent its slogan "Tinker Time" each spring, when billboards swing into concerted promotion of tools, paints, building materials and home repair merchandise. In addition the company has been able to attract considerable attention through the humor in the ads.

Since 1934, with the exception of a few war months when paper or other materials was unavailable, billboards have been changed regularly every 30 days, and with such continuous freshness and eye-appealing humor that few visitors to St. Louis fail to note them.

All of the billboard locations are chosen on the basis of the amount of traffic passing them, with the result that most of the billboards are exposed to from 30,000 to 50,000 people per day through the year.

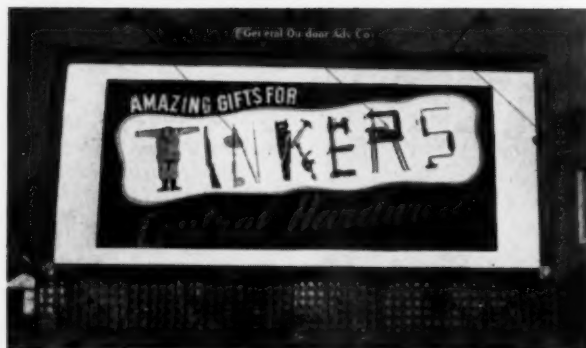
"We operate on the theory that there are two types of advertising needed in the retail hardware field," George Kuenan, advertising manager for the company, pointed out. "First, newspaper ads to give prices and details on seasonal merchandise; and, second, advertising which spreads the name of the firm uniformly over the city, and promises the homeowner that he can find whatever he needs.

"The billboard advertising program carries out the second part of this program effectively, and while it is difficult to determine exactly what percentage of sales volume is traceable to billboards, the simplest way to sum up their value is that our volume would fall off sharply if the billboard campaign were discontinued."

As shown in the accompanying illustrations, all Central Hardware advertising features two instantly recognizable factors. First is brevity—in the form of short, easily-remembered slogans, which impress themselves forcibly on the



Typical billboard advertising used by Central Hardware Co. Seasonal in theme, signs are usually of a humorous or thought-provoking theme. Note how hardware items form letters in signs



ADVERTISING

A continuing series of humorous billboard advertisements wins new trade for this store



casual observer's mind. Thus, billboards are never tied down to a specific department, or types of merchandise, but rather to a season—"whatever is best for the time of year," as a Central Hardware executive expressed it. "We're selling the name of the organization, rather than specific merchandise," it was stressed. "While at particular times of the year, actual items may be mentioned, they are emphasized in picture form, rather than in words."

The second feature, always prevalent, is humor. Central Hardware thinks that nothing is quite so important to prestige-building as amusing the reader of its billboard signs, and, therefore, a constant search is in effect at all times for brief, easily-put-across bits of good humor which the average home-owner will long remember.

Probably the best expression of the "sense of humor" advertising is the use of tool silhouettes to form the letters on typical Central Hardware signs. Playing up the slogan "Tinker-Time" the year around, the billboard ads spell out the word "Tinker" with duck-hunting suit, a shotgun, three fishing rods to form the letter "N", saw, hammer and drill for a

"K", jigsaw on stand for an "R", etc. Frequently, toilet seats are used to form an "O", fire extinguishers for T's and K's, etc. As far as possible, during Tinker Time, which extends from the 15th of March through the summer months, every letter appearing on every sign is composed of a tool silhouette.

The theory in thus converting tools into "lettering" is simply explained—merely reading the words "Tinker" or "Tinker-Time" generally suffices to remind a home-owner of some needed tool.

Among the more recent humor campaigns, which have won a lot of interest for the St. Louis hardware organization, is a series based on the question "What does he need from Central Hardware,"

or "What does she need from Central Hardware?" Such humorous themes as a glamorous girl, bathing in a galvanized metal tub, to suggest bath tubs and plumbing fittings, or a dog shivering on a snow-covered slope, while a blurb contains his dream of a warm, comfortable dog-house, etc., are typical. One of the most laugh-packed signs showed a housewife, standing precariously on a pile of books perched on a chair, driving a nail into the wall with the heel of her shoe. The question below: "What does she need from Central Hardware?" naturally suggests stepladder, hammer, tools, etc.

Another smile-inspiring sign showed a home-owner attempting to water his lawn, with water
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Exposed to from 30,000 to 50,000 people daily, the signs are changed regularly every 30 days. Their appeals to homeowners are evident in the store's growing volume in all lines



By David Markstein

Six Rules for Merchandising BUILDERS HARDWARE

SALES of builders hardware to both small and large contractors—those buyers who purchase in quantity—can be a source of substantial volume, if the hardware retailer follows six important rules of merchandising.

That's the advice of Edward Armstrong, co-owner of the St. Bernard Hardware Company, New Orleans, La., who does a booming volume on builders hardware.

Armstrong stresses the importance of: a complete line, a proper price scale, easy budget terms, forceful displays, and quality, brand-name merchandise.

"These rules may sound elementary, a kind of A-B-C of hard-

ware retailing. And indeed they are," he said, "but only by carrying out all six of these rules is it possible to realize maximum sales to contractors.

"It is important to remember that the smaller contractor is often pinched for funds and needs credit," Armstrong explained. "Of course, few hardware dealers have such unlimited capital that they can extend large amounts of credit for those larger purchases

themselves. But we have an arrangement that makes financing easy.

"Our store is located next door to a finance company that specializes in commercial loans. Of course, every dealer doesn't have this set-up, but most hardware stores are located in shopping areas in which there is usually at least a branch office of a financing company.

"This situation works to our advantage. Contractors frequently finance their purchases of power tools, as well as builders hardware."

To make steady customers of contractors, it is necessary for the hardware man to have a complete understanding of their particular problems. "The really big operators," said Armstrong, "buy their equipment often in thousand dollar quantities from wholesalers. There is not a great deal that they will buy from the retail hardware dealer. So the market for builders hardware and tools, for the most part, is with the smaller contractors. And these smaller contractors have their particular problems—they often need tools which they cannot afford to buy. The hardware dealer must be pre-

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The St. Bernard Hardware store presents an attractive, modern storefront with large window display areas. Emphasis is placed upon the display of builders hardware, a line which accounts for a sizable volume



Right, Louis Wagner helps a customer select a tool from the wide selection carried in the builders hardware section. Sauer's Hardware Store in Memphis. Below, a housewife takes advantage of the floor sander rental service offered

PREWAR SERVICE *Brings Back* SUBURBAN TRADE

Delivery, credit and other personalized services may be necessary if the suburban dealer is to hold that neighborhood trade



SUBURBAN dealers no longer can rely upon their convenient location alone to hold the neighborhood trade. In the opinion of Louis Wagner, who operates two suburban stores in Memphis, Tenn.—Sauer's Hardware store and Louis Wagner's Hardware store—there must be an all-out return to such "personalized" services as delivery and credit, along with a willing attention to those small orders that some larger downtown stores might shrug off as not worth the effort.

His problem of maintaining his neighborhood trade is no different from that facing many other dealers. But the manner in which he is tackling that problem may be quite different.

Though he likes trade from outside his neighborhood as much as the next dealer, Wagner doesn't believe that lamenting for "the good old days" is an effective way to adjust a hardware store to the changing times.

"During the war, and immediately after the war, when many items were hard to get, I did business all over the city and in others stores' backyards, and I assume they sold in my backyard, too," Wagner explains. "I even did a good out-of-town business on some lines, and frequently sold scarce items in adjoining states when I advertised them in the newspapers. I had several good supplier contacts, and customers beat a path to my store. I didn't have to worry about deliveries. It was mostly cash-and-carry.

"And then the buyers' market set in. Sales dropped off. Like all the others, I began analyzing the situation: Where was my business going? How could I be certain of keeping my old customers and at the same time win some new ones?

"It wasn't too difficult to find the answer to the first question. During gas rationing, people in the outlying sections of the city

couldn't make the long trip downtown simply to buy one or two articles. If the neighborhood hardware store had it, they saved both gas and time by buying there. Now, with plenty of gas and the car market easing, people are shopping where they please and when they please. Main Street is getting a lot of the business once more.

"Also contributing to the post-war slump in sales, I determined, was the cost of living. My store on Summer Avenue is in a large area of small homes. On days of bad weather, when the working man had to stay home because he couldn't work outdoors, he visited the hardware store, bought a few items and did some painting or repair work around his house. Now, many of them don't seem to have that little extra money that it takes to make such repairs. The corner grocery store has top priority.

"What could I do about it? As



Musical record department at Louis Wagner's Thomas Street store

far as the cost of living was affecting my sales, there was nothing I could do. As for business going elsewhere, I decided there definitely was something I could do about it. I resolved to give two things free to every person who entered my stores, and thereby be assured of my share of the hardware business in Memphis.

"Those two things that I am giving free don't cost me a cent. They are things most vital to success—yet many stores stopped offering them during the war. They are courtesy and service.

"There is no justification for grumpy service—there never was a time when it was justified. I decided to put additional emphasis on my service. I began stressing deliveries more. There was a time when I wouldn't consider delivering a small, low-cost item, such as a quart of turpentine. I now deliver such items. It's a fast service, something the customer can't get on Main Street.

"I am trying to be more helpful in filling orders. If I don't have the item wanted by the customer, I call other stores and try to find it for him, without profit to myself. I may not get that particular sale, but chances are I will get the next one, because such service brings the customer back."

Wagner's big selling items continue to be builders hardware, small electrical and plumbing items and paint.

One business stimulant that he has found and is emphasizing to the fullest is the floor sanding machine. The ten units he owns

are rented to customers and stay busy most of the time.

"I publicize the economy feature," Wagner explains. "The floors in most homes can be sanded and refinished for around \$30 to \$35 with a rented sanding machine, where a professional job might run as high as \$125.

"Although the customer naturally can't do as nice a job as a professional, he gets a certain amount of satisfaction in doing the job himself and will take pride in it."

A former newspaper advertising man with 25 years of experience, Wagner knows the value of shrewd and timely advertising.

"I've never figured advertising as an expense," he explains, "although I know some hardware men do. When I've got something that I really want to push for a quick turnover, I advertise it. And I find that I get better results from classified advertising than display.

"While the adage, 'it pays to advertise', is still true, advertising doesn't really 'sell' anything if that item advertised is something the public isn't looking for, and the store is simply trying to unload it on the public. I believe in advertising scarce items, rather than dead ones. I prefer a fair profit and a fast turnover in stock."

Wagner believes most hardware dealers wailing about business conditions would find, upon checking their pre-war figures, that they are doing all right.

"Neighborhood business used to

be good business—it's still good business as far as I am concerned," he declares.

Builders Hardware

(Continued from page 54)

pared to lend such tools for a short period. It will be necessary often to place special orders for merchandise that is needed. We do not always make a profit on individual deals such as this. But it is the kind of service that builds trade and keeps the contractors coming back.

"These same contractors demand the best merchandise too. Inferior merchandise will sell in a seller's market, but contractors know their supplies and will not accept inferior products. They demand nationally-advertised products with known records of quality performance.

Reasonable prices are another "must" in dealing with contractors. "These are men who know. They are experienced in the matter of purchasing, and they want the right price, as well as the right merchandise.

"Here at the St. Bernard Hardware Company, we keep our mark-ups low in builders hardware and tools, and the volume brings us high profits." A fifth road to the contractor's pocket book, according to Edward Armstrong, is a neat, orderly store, with carefully arranged displays.

"I do not agree with the selling philosophy of many hardware dealers who clutter up counters, shelves, floor space, and even the sidewalk in front, with such a welter of displays that the poor customer can't see what he wants without getting an employee to locate it for him.

"Letting the customer shop from open displays is a proven selling tool in this business. It works well in selling to consumers who like to see the full selection before they buy. And it works doubly well for selling to the contractors and builders—buyers who have little time to waste. Making it easy for them to see everything you sell helps to make the sales figures higher."

A final admonition for selling the quantity market, says Edward Armstrong, is to stock full lines.

"If the small builder can find the tools, hardware, paints, equipment and accessories in a single store, he will give his business consistently to that store."

SELF-SERVICE?

...not for this
hardware store!

By Gene Wagner

Wagner's Hardware
Houston, Texas



SELF-SERVICE may be the ideal merchandising approach for many retail outlets, but not for the hardware store!

It has been our experience that hardware customers usually need help. Many items stocked by hardware dealers are unfamiliar to customers, who, while they may have a vague idea concerning their needs, more often are uncertain as to what would be best suited to their requirements. For this reason, the help and advice of a trained hardware salesman is essential, in order that customers may obtain proper and useful information on various items.

We disagree with the advocates

of self-service, for when close contact with customers is lost, many possible sales are lost also.

A good example of the advisability of maintaining close contact with customers may be seen in the operation of our pipe threading department.

This is a service which is readily available to all customers and which is of much help to many. But it is an important service that might go unnoticed, if floor salesmen were not available to help customers with their problems and to pass along information concerning this service.

This service is aimed, not at the contractor who already knows exactly what he wants, but at the

customer who might be about to tackle his first job. He not only needs pipe of the correct diameter and length, threaded at one or both ends—he needs advice from someone experienced in the work he is about to attempt. Without the help of an interested salesman, he may not know that he will need couplings, L's, and, perhaps, a reducer. Or he may not learn until too late that threads should be leaded before being tightened permanently.

The salesman in a hardware store is important, if for no other reason than that he is an authoritative source of information for the customer's convenience. And, of course, extra sales result—sales that would be missed if salesmen were not available to suggest additional items that the customer might need.

Our sales personnel are trained to suggest these "extra" items, as much with the thought of helping the customers as of making an additional sale.

To our way of thinking, self-service is a rather cold and impersonal way of doing business. It affords the dealer little opportunity to get acquainted with his customers. Neither does it give the customer the opportunity to know sales personnel and to rely



There is no substitute for personal attention to customers, says Gene Wagner, left. Above, Mr. Wagner offers detailed instructions to paint customers

on them for information and advice.

This is important, because in many instances it is the hardware dealer's knowledge of his merchandise that is responsible for those extra sales. But the dealer must have a listener before he can use this knowledge to advantage.

To avoid giving a wrong impression, it might be well to point out that we are firm believers in the self-service type of display. In fact, our displays are of the type that naturally invite customers to serve themselves. However, we chose this type of fixtures because they afford a more effective means of displaying merchandise.

Open displays have many advantages over the ceiling-high method, once so popular. We recognize the fact that seeing is a stimulus to buying. But at the same time, many items call for a salesman's assistance.

The paint department is a case in point. Here, again, our displays are of the open type which encourage self-service. But every hardware dealer knows that the average customer, when purchasing paint for any but the most routine job, has practically no idea of what type paint is really necessary.

Customers in our paint department often try to help themselves. They know the color they want and try to go by the color chart, regardless of the job to be done. If allowed to follow through on this, the customer oftentimes will make a complete mess of the job he is trying to accomplish. The result is that he blames the store for "poor quality paint."

These circumstances can be avoided if a salesman is present to determine what job is to be done, the condition of the particular surface to be painted, and the finish which the customer desires. The result is that the customer leaves the store with the correct paint, and the chances of a satisfactory paint job are almost assured.

Perhaps there is a false economy in a self-service set-up. I say "false," for if a store is to maintain an attractive appearance, stock must be worked constantly. Seasonal goods must be made ready for attractive display, and merchandise being replaced must be relocated and displayed to best advantage.

Such work requires a certain number of persons. Stock boys

cannot do this work as effectively as experienced salesmen. And stock boys are a poor source of information, as far as the customer is concerned.

Throughout the week we have five salesmen on the floor. When they are not busy with customers, they are going over the stock. This not only keeps the store appearance up to par, but by constantly working the stock they are reminded of certain items that, through error, are not on display.

On Saturdays we bring in three extra salesmen to help with the heavier flow of store traffic. And here is an interesting observation—one that strengthens our belief that sufficient sales personnel are important in this type of operation. Our regular customers will wait—stall around—until their favorite salesman is available to serve them. Salesmen can build a following through the reliability of their advice and help to customers.

Wholesaler-Manufacturer Convention Features

IN THE annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association—in Cincinnati, April 3 to 6, inclusive—more time than usual will be devoted to discussions of wholesalers' operating problems.

Five separate business meetings of the wholesalers are scheduled this year. Two of these are special sporting goods sessions, on morning and afternoon of Monday, April 3. There will also be separate sessions of the Southern Association from 9:30 to 11:00 A. M. on Tuesday and Wednesday mornings, each one followed by a joint meeting with the manufacturers; while in the wholesalers' final session, on Thursday morning, there will be further general discussions, along with such routine business as committee reports and election of officers.

Features of the Monday sporting goods sessions will be: A three-way discussion of "Sales Promotion Through the Wholesaler," covering (1) fishing tackle, (2) guns and (3) athletic goods; authoritative talks on such new developments in sporting goods as glass fishing rods and fluorescent lures; "panel" discussions by wholesalers of "Operation of Sporting Goods Buses and Trailers" and "Wholesalers' Sporting Goods Shows"; and general discussion of such problems as selection, training and compensation of specialty sporting goods salesmen, coordinating the work of full-line salesmen and specialty men, etc.

Among the features of the

wholesalers' meetings on the following three days will be an authoritative explanation of the new wage-and-hour law by Ed Williams, of the Associated Industries of Kentucky, with question-and-answer period to follow; talks and discussions on such topics as "Operating on a 40-Hour Week," "Incentive Plans," "Sales Analysis," "Coordinating the Work of Regular and Specialty Salesmen," and similar timely topics.

In addition to the joint opening convention session on Monday night, there will be brief joint sessions on Tuesday and Wednesday mornings in each of which there will be just one outside speaker. Dr. Edwin G. Nourse, long one of the nation's leading economists and formerly Chairman of the President's Council of Economic Advisers, is scheduled on the Tuesday morning program. On Wednesday morning Cecil Palmer, well-known British publisher and lecturer, will give a first-hand explanation of Britain's ventures in socialism. The Monday night speaker is Tom Collins, newspaper man of Kansas City, Mo.

The usual elaborate program of entertainment is being arranged, with special entertainment features for the ladies.

Headquarters will be at the Netherland Plaza Hotel, where all convention sessions and entertainment features will be held. Five other leading hotels joined in the guarantee of a minimum of 1375 rooms for the convention. The Netherland Plaza is acting as a "clearing house" in taking care of requests for hotel rooms.

Officers and directors, left to right, seated: R. M. Souder, secretary-manager; Charles A. Flato III, retiring president; R. E. Lindsey, president; L. P. Nolen, first vice president; E. M. Schaefer, second vice president. Standing: Directors C. A. Washmon, J. C. Stevens, Dick Bowser, Frank L. Halla, R. H. Lindop and J. L. Bruns. Directors Deaton and Spencer are not in the picture



TEXAS CONVENTION

INDICATING the increasing concern of business men over socialistic tendencies in Washington, the fifty-second annual convention of the Texas Hardware and Implement Association, at Houston, January 23, 24 and 25, began and ended in an atmosphere of sharp criticism levelled at the national administration.

In the interim, the convention heard pointed warnings against trends in national government described as threatening free enterprise, and adopted a strongly-worded six-point resolution devoted principally to criticism of national economy.

This resolution described deficit financing as indefensible and perceived the possibility of national bankruptcy resulting therefrom. It urged removal of war time excise taxes which are interfering with sales, renewed the demand for tax equality, and urged correction of double taxation on corporation income.

One point in the resolution called for strict economy by Texas legislators; and the sixth urged manufacturers to adopt an equitable plan for reimbursing dealers for defective parts discovered in farm equipment during the warranty period.

Registrations for this 52nd convention, with headquarters at the highly-publicized Shamrock hotel, exceeded 1,400, and convention management said attendance was in excess of 1,500. Attendance was stimulated by a merchandise show occupying 15,000 square feet and

filling 112 booths with the products of 85 exhibitors.

Observing its established policy, the association followed recommendations of its nominating committee as reported by Chairman James A. Hill, Jr., immediate past president.

This recommendation replaced Charles H. Flato III, retiring president, of Kingsville, with the first vice president, R. E. Lindsey of Lott. Flato is one of the few to serve almost two full terms as president, his first being without election to the office on retirement of J. B. Reed from the retail hardware field.

The new first vice president is L. P. Nolen, of Seymour, advanced from second vice president; and the nominating committee reached into the board of directors for a second vice president, E. M. Schaefer of Schulenburg.

Three new directors were named. They are J. L. Bruns of Seguin, Frank L. Halla of El Paso and W. W. Spencer of Atlanta. Directors re-elected are Dick Bowser of Houston, R. H. Deaton of Paris, R. H. Lindop of Dallas, J. C. Stevens of Coleman, and C. A. Washmon of Harlingen.

Although there was no election involved, the Texas Wholesale Hardware Association went into executive session in its semi-annual meeting and resolved to hold its summer meeting in San Antonio for the second successive year. Dates are June 16 and 17.

The wholesalers heard an explanation of the new federal wage

and hour law as it affects wholesalers, with a question-and-answer period, both conducted by Leroy Jeffers. There followed a discussion of credit conditions and collections by G. E. Floeger, of the F. W. Heitmann Co., Houston. All standing and special committees reported, and the wholesalers adopted a resolution urging the retail association to act, which it did, requesting tax equality among competing lines of business.

President Flato of the retail association, who will also serve on the board of directors since his retirement, led off with criticism of the national administration in his brief address, "Observations of a Retailer," early in the first business session.

"My budget and my business are being controlled more and more by politicians," he declared, "and it is time to know if our government is leaning toward socialism, and why. It is time to know, too, if private enterprise is on the way out.

"If we are to survive as business men we must practice political economy. No country that has gone down the socialistic road has ever reversed its direction. With conditions what they are, I am forced to get into politics."

Ralph Carney, vice president and sales manager of The Coleman Co., commented that he found it difficult to use figures in less than billions because of the habit in Washington, and then described people behind sales counters in America as the weak-

est link in business today.

"Eighty percent of those people," said Carney, "were not there in 1940, so they have confused purchases with sales. The most neglected and the least appreciated person is the retail salesman or saleswoman. And poor retail selling is the most expensive effort on earth.

"We don't have many good retail salesmen, because you retailers are too busy to give proper attention to the weakest link. A sale is made when the customer goes out of the store with more goods of better quality than he expected to buy when he came in. But—the money walking out of independent stores today will make the difference between red and black in the ledger at the end of 1950."

1950 Outlook

Principal farm equipment feature of the program was an address, "The Outlook for 1950 From a Manufacturer's Viewpoint," by Bruce Lourie, vice president of Deere and Co. Lourie said he was quite optimistic.

"Farm income and prices may slide off some during the year," he continued, "but farm income still will be good compared with any pre-war year. It simply can't continue to go up. The important thing ahead of us this year is to make a profit and maintain the gains already made.

"As I see it, there is little prospect of an appreciable downward change in the price of farm equipment. On the other hand, there really is a justification for increased prices, but it is my belief that manufacturers will withhold any such increase as long as possible.

"We are carrying a large inventory and will continue to do so, for it is essential to have the merchandise. To sell it in 1950 will require more hard work than any of us has done in years."

He enumerated as requirements for success in 1950, thorough knowledge of products, prospects, trade-ins, time sales and conditions, merchandising and book keeping. Dealers will benefit by working more closely together, he added.

Because business men don't take an interest in politics, politicians don't take an interest in business men's problems, the convention was told by W. R. Noble, national association representative in

Washington. Noble said congressmen had told him: "Business men in my district took no interest in my candidacy, they did not elect me, so why should I take an interest in their problems?"

Noble reviewed President Truman's request for a balanced budget, followed by a contradictory request for a five billion dollar deficit, and urged Texans to demand economy in government. Few congressmen know what their constituents want them to do, they say, according to Noble, because constituents seldom write.

"You must take an interest in what's going on in Washington," the speaker admonished, "and in political structure at home. You cannot afford to send anyone except the highest caliber man in your community to congress."

Climaxing the speaking program and criticism of government conduct was the report of Upton Close, commentator and columnist, who paraded shortcomings of the administration before the convention.

Socialistic Efforts

Close said that Socialists hope to gain enough national legislative control in 1950 elections to push through nationalization of some industries, for which bills are already drawn. He warned Texans that their Democratic party is being heavily infiltrated with Socialists.

"This administration is spon-

Central States Club Plans Meeting . . .

THE Central States Hardware Club will sound the opening gun of the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association with a dinner and party, Sunday, April 2, in the Pavilion Caprice Room of the Netherland Plaza Hotel in Cincinnati.

Officers of the club are: Rol. B. Plumb, Eagle Lock Co., president; E. J. Flood, American Chain & Cable Co., vice president; Ben Leve, The Carborundum Co., secretary, and J. A. Billings, treasurer.

Reservations should be made through Ben Leve, 530 W. Cornelia Avenue, Chicago 13, Ill.

soring a movement," he charged, "to revert to paternalism that our founders fought to get away from. Socialism is the system in which the Government says: 'Give me more and more of your earnings or property so I can take more and more care of you (who I don't trust to take care of yourself), after I have taken care of myself and my friends!'" Mr. Close stated.

President-elect Lindsey then delivered a brief address, "Why We Need Our Association," to close the convention.

Wholesaler-Retailer Team

"The Wholesaler-Retailer Team" was the subject of an address by Gus C. Dittmar, manager of the San Antonio Machine and Supply Co. at Waco and president of the Texas Wholesale Hardware Association. He said that wholesalers, who want no consumer business, are constantly channeling business to retailers. Retailers can help wholesalers by avoiding a pyramid of orders with several wholesalers, he added, which results in much returned goods.

Other addresses included "Public Relations Problems of Retailers," by George Kirksey of Houston; "You Can't Take it With You," dealing with wills and protection of business after death, by Edward S. Boyles, Houston attorney; and the annual report of Secretary-Manager R. M. Souder.

A large portion of one business session was devoted to two group meetings. Hardware dealers joined a discussion after an address, "Independents Set the Pace," by Fred R. Olmstead of the national association. Implement dealers also participated in a discussion following an address, "The March of Progress," by Paul M. Mulliken, managing director of the national association.

Convention sessions were held and the annual banquet was served in the lavish Emerald room of the Shamrock, where a number of wholesalers of the Houston-Galveston area entertained delegates at a capacity dancing party. Sponsors were the Bering-Cortes Hardware Co., Black Hardware Co., F. W. Heitmann Co., Kelly Manufacturing Co., Moncrief Lenoir Manufacturing Co., National Steel Products Co., Peden Iron and Steel Co., Sheffield Steel Corp. and Southwestern Steel Products Co.

OKLAHOMA CONVENTION

BY BROADENING their objectives to include altruistic, as well as profit, motives, hardware and implement dealers can make the greatest contribution to the welfare of the American business system, Fowler McCormick told the forty-seventh convention of the Oklahoma Hardware and Implement Association.

Meeting in Oklahoma City on Feb. 7, 8 and 9, the association produced for McCormick, chairman of the board of the International Harvester Company, what was probably the biggest audience for any one industry speaker in association history. Seating facilities in the convention hall were inadequate for the occasion.

In the concluding business session, Secretary Thomas announced that President J. Dewey Clemens of Ardmore would be succeeded by C. L. Murphy of Stillwater, moving up from first vice president. Second Vice President Stewart Martin of Okmulgee moved into the first vice presidency; and Director O. D. Fenimore of Woodward was promoted to second vice president.

Directors continuing at their posts include Wallace Kelly of Tulsa, L. P. Rice of Watonga, J. H. Harlan of Enid and Clyde Reynolds of Carnegie. Because of promotion of Fenimore and the recent death of J. A. Wheatley, past president of Yukon, two new directors will be named, Thomas said. Another recent death was that of M. E. Culp, also a past president, and member of the advisory board.

McCormick spoke on "The Future of Our American Business System in the Long Range View" and prefaced his remarks by commenting that in his opinion, relationship between manufacturer and dealer was never more constructive than it is today. A drift into or away from socialism, he said, depends on the future of American business. And that in turn depends largely on what happens to the small business man.

"All we need to do is project into the future the progress of the past fifty years," he continued. "In our international relations we

can, by the placement of capital and management in foreign countries, raise their economic levels."

And in discussing the difficulties between business and government and business and organized labor, the speaker said, "In some respects pressure from Government and unions is a valuable thing, for it forces action that would otherwise be delayed."

McCormick and C. A. Washmon of Harlingen, Texas, were the only speakers actually engaged in the hardware or implement business. Washmon is a director of N.R.F.E.A. and a director of the Texas Hardware and Implement Association. He was introduced as one of the nation's most successful farm equipment dealers.

In discussing his subject, "Fifty Years of Progress," Washmon dealt in detail on each of ten points he said would figure prominently this year in determining the implement dealer's position. He enumerated the ten points as: maintaining volume and margin, increasing overhead, increasing inventories, financing purchases and sales, handling trade-ins, sound sales promotion,

world conditions, state and national legislation, future of agriculture, and manufacturer relations.

In the president's annual address, President Clemens reviewed progress of civilization and business in the past 50 years and stressed the necessity of association affiliation to meet the problems involved in an equal amount of progress and changes in the next 50 years.

Walter C. Ploeser of Clayton, Mo., former member of Congress and former chairman of the house small business committee, had the subject, "Small Business is our Biggest Business."

"Our tax system is preventing the flow of private funds into risk capital needs," he charged, "and our greatest objective is to get some semblance of tax equality. The very keystone in the arch of the competitive system is the small business unit."

Other speakers on the program included Alex Dreier, reporter and commentator, W. J. Sheely of the N.R.H.A. staff, and B. D. Danchik, business management consultant.



New officers of the Oklahoma Hardware and Implement Association, seated, left to right, are: C. L. Murphy, president; J. Dewey Clemens, retiring president; and Stewart Martin, first vice president. Standing, left to right: Wallace Kelly, a director, and R. K. Thomas, secretary-treasurer. Not present for the picture were O. D. Fenimore, second vice president and Directors L. P. Rice, J. H. Harlan and Clyde Reynolds

Kentucky Convention

MORE THAN 350 dealers attending the Golden Anniversary convention of the Kentucky Retail Hardware Association in Louisville, Ky., January 31-February 2, heard prominent speakers criticize the lack of aggressiveness by many hardware dealers in those phases of merchandising that help insure profitable operations.

Bruce Burgess, merchandising manager, Union Fork & Hoe Co., Columbus, Ohio, pointed out that selling in 1950 is going to be the key to more profits for hardware dealers. He cited personal experiences on the difference in selling techniques between sales personnel that sell and salesmen that occupy space in the store.

M. D. Graham, business consultant, Concord, Michigan, summed up his suggestions to hardware dealers in 30 words: advertise; improve displays; reduce inventory; control investment; eliminate unsalable items; increase average sale; price goods right; train employees; install prospect systems; do outside selling; modernize; control expenses and realize your responsibilities.

Elaborating on his suggestions he said that dealers do not advertise sufficiently either in the newspapers or various other media; he advised training inexperienced young men as salesmen, rather than hiring salesmen who are set in their ways of bad selling habits.

Public Relations

Stressing the importance of good public relations to increase sales, W. J. Sheely, Indianapolis, merchandising director of the National Retail Hardware Association, urged the group to take advantage of the national advertising campaign sponsored by the Independent Retail Hardware Association. He said it was the first organized effort to make the customer conscious of independent hardware stores.

"The customer is not an interruption to your work — he is your business. Don't argue with the customer—nobody ever won an argument with the customer. Salesmanship is selling goods that won't come back to customers who

will come back," Sheely said.

Changes in the tax laws in the last 19 months have made it possible for dealers to save considerable death taxes if their will is properly arranged, Morgan O. Woodward, Louisville manager of the Prudential Insurance Co., told the delegates. He advised them to change their wills to take advantage of these laws. Woodward also gave a number of suggestions to protect the business of a partnership in the case of the death of either.

"We have gone a long way toward socialism in this country because we have been sitting back selling hardware instead of tending to our political gardening," J. F. Leopold, organization management consultant, Dallas, asserted. He said that a gigantic tax racket was going on in this country because the citizens have not been watchful. Tax exemptions given churches and schools have been abused, he reported.

Community Teamwork

The value of teamwork in the community was pointed out by C. W. Otto, secretary of the Chamber of Commerce, Lansing, Michigan, and the growth of industry and industrial opportunity in Kentucky was cited by Keen Johnson,

vice president of the Kentucky Chamber of Commerce, in talks during the final day's session.

Resolutions adopted by the organization were: opposing legislation leading to the control of business by the Government; urged Congress pass legislation providing for similar taxation for all competing businesses; approved the fair minimum price set by manufacturers; asked for the removal of excise taxes.

Thirty-seven manufacturer and distributor exhibits held the attention during recesses in the convention program proper. Exhibitors reported that the amount of orders they were signing up were approximately the same in volume as that of last year, though dealers are still buying cautiously.

New Officers

Gus E. Hank, of Hank Brothers Hardware of Paducah, was elected president to succeed B. F. Norfleet, Norfleet Hardware & Implement Co., Harrodsburg.

Other officers elected were: Joe Kirchdorfer, Jr., Dixie Lawn Supply Co., Louisville, first vice president; Kenneth Cayce, Jr., Cayce-Yost Co., Hopkinsville, second vice president, and Dwayne W. Laws, Louisville, secretary-treasurer.

Named to the board of directors were: Albert Caulk, Caulk Hardware Co., Campbellsville; T. C. Meade, Meade & Co., Paintsville, and Clyde S. Gibson, Brandenburg & Gibson, Pineville.



Newly elected officers and directors of the Kentucky Retail Hardware Association are, left to right: Cecil Skidmore, advisor and past president; Dwayne W. Laws, secretary-treasurer; Clyde S. Gibson, director; B. F. Norfleet, retiring president; Gus E. Hank, president-elect; Joe Kirchdorfer, Jr., first vice president; and Kenneth Cayce, Jr., second vice president

Spring



... IN THE
HARDWARE STORE
MEANS
GOOD
CHAIN-TIME

• Spring always peeps up hardware chain business. When people feel like getting out and doing something besides necessary chores, they find odd jobs around the place. And a lot of "odd jobs" call for chain, assemblies, fittings and the like.

• Look over your stock now. Be ready to place the more popular AMERICAN CHAIN items out where customers will see them and be reminded. Get in touch with your AMERICAN CHAIN distributor—now.

• **DISPLAY**
AMERICAN CHAIN ITEMS
DURING NATIONAL
HARDWARE WEEK

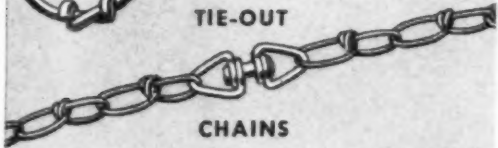


R. C. BRENZER
American Chain
District Sales Manager
in Philadelphia.
An American Chain man
since March, 1923.

AMERICAN—
the Complete Chain Line
—ALL TOP QUALITY



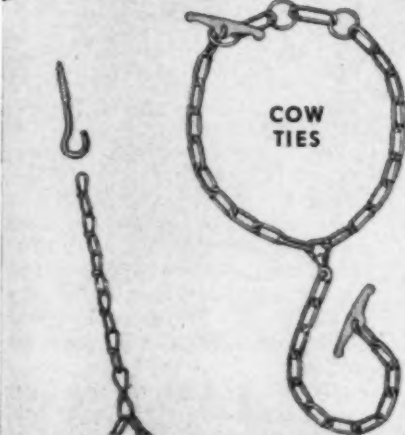
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CHAINS



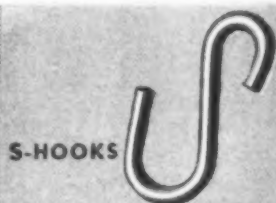
COW
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PORCH
SWING
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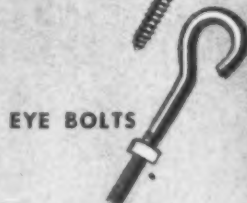
ACCO PAK



S-HOOKS



CEILING
HOOKS



EYE BOLTS



"SALES-MAKER"

ACCO York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety

SOUTHERN HARDWARE for MARCH, 1950

**AMERICAN
CHAIN**

NATIONAL HARDWARE WEEK *Special*



An EAGLE RULE For Every PURSE & PURPOSE

Four ways to profit in a single package! A top flight rule in each price bracket! A better rule for every income group! (1) 'Royal Eagle', a Jewel of a Rule, for the craftsman who is fussy about his tools. (2) 'All-American', popular priced quality rule. (3) 'Columbia' Rule, a utility rule with long life for precise measurement. (4) 'Arrow Rule', for accuracy of markings but without riveted strike-plate joints.

White, easy-to-read Eagle Folding Rules with an appeal in price and quality to each and every member of every family.

A colorful, eye-catching display that says "BUY". Put one ON YOUR COUNTER . . . GET SET . . . and watch them GO!

	UNIT #1	UNIT #2	UNIT #3	PRICE TO DEALER	RETAIL PRICE EACH
4 only ROYAL EAGLE	ALL	ALL	ONE-HALF	5.00	1.25
3 only ALL AMERICAN	REGULAR	INSIDE	REGULAR	2.00	1.00
3 only COLUMBIA	MARKING	MARKING	ONE-HALF	1.70	.85
6 only ARROW			INSIDE MARKING	2.80	.69
					RETAIL VALUE \$17.19

DEALER COST 11.50

Your wholesaler will feature this National Hardware Week Special. Be sure to order from him in time.



EAGLE RULE MFG. CORP.
NEW YORK 59, N.Y.

• SOUTHERN REPRESENTATIVES
LOUIS WILLIAMS & CO., NASHVILLE 3, TENN.

Watch Repair Shop

(Continued from page 50)

still there, still in charge of the same man, and still showing added monthly floor traffic.

A sampling of watch repair customers brings out the fact that at least 80 percent of the jewelry department's customers buy also from the hardware displays, which are arranged on either side of the aisles on the main display floor. Located in the rear of the store, the watch repair shop was originally designed to draw customers down these same aisles and subject them to the neat displays of merchandise.

In the front of the store are items in the larger size bracket—electric appliances, refrigerators, gas stoves, etc. From this display, watch repair customers may go down either of two aisles of other displayed merchandise.

Says L. J. Tolle, owner of Wymore's Hardware, watch repair business has increased in step with hardware volume and proven its worth as a traffic builder.

Lure Tackle Customers

(Continued from page 51)

the supply on hand, and a set goes to each current account on the MS&C books.

A variety of lures, rods, reels, lines and accessories which MS&C currently has on its shelves is described in the literature. Ramsey carefully selects the stuffers from available material, in order to achieve the most versatile sales stimulation. Stuffers, he said, definitely have paid dividends for MS&C.

These mailings are the only ones devoted exclusively to fishing tackle, but additional illustrated postals and stuffers are distributed constantly to customers and box-holders throughout the year. Several of these are devoted to general sporting goods promotion or a specific type of sporting goods, and they work successfully in keeping MS&C's name before sports-minded Alabamians.

Ramsey's advertising campaign is somewhat handicapped, due to the fact that Aliceville has no local newspaper. The nearest paper, a weekly published in a town about 10 miles distant, gives only limited circulation in Aliceville. This has been one of the

Is Your
Plumbing Rubber
Department
Geared For Today's
Selling?

TALK **LAVELLE** TO YOUR JOBBER
FOR THE COMPLETE
PLUMBING RUBBER DEPARTMENT!



LAVELLE



**No. 5 Lucky Strike
GARDEN HOSE WASHERS**

"On the spot" salesman
—reminds your customers
of their needs in
Garden Hose Washers.
12 Garden Hose
Washers per envelope;
25 labeled cellophane
envelopes to display
carton.

**Security White SOLID
BASIN, BATH, LAUNDRY
TUB STOPPERS**

Clear white compound
with solid base section
for long non-swelling
usage! 12 to sturdy tele-
scope box. Competitive-
ly priced.



**Made RIGHT - Priced RIGHT -
Packaged RIGHT...
For Today's Merchandising!**

**No. 36 Lucky Strike
FAUCET WASHER ASSORTMENT**

Point-of-sale tests prove No. 36 Lucky
Strike display creates double sales —
another LAVELLE first.

36 individual packages per unit. Each
includes 8 Genuine Lavelle beveled faucet
washers in all popular sizes with
necessary brass screws.



LAVELLE Rubber Company

426 Wood St., Chicago, Ill.

TANK BALLS • FAUCET WASHERS • FORCE CUPS • HOSE WASHERS • BASIN STOPPERS • REPAIR ASSORTMENT

SOUTHERN HARDWARE for MARCH, 1950

Fine-cutting durable-edges

... for long-time, accurate performance
on a wide variety of work

Every time you sell a GREENLEE Chisel or Gouge you sell top performance... for a long, long time. Blades are of special-analysis, high-grade steel... for uniform toughness and long-lasting, fine-cutting edges. Each tool is expertly formed and heat-treated, highly-polished, perfectly balanced. In short—whenever you sell a GREENLEE you sell a tool of highest quality.

Greenlee
CHISELS AND GOUGES



STOCKED BY LEADING WHOLESALERS

FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to Greenlee Tool Co., Division of Greenlee Bros. & Co., 1823 Herbert Avenue, Rockford, Illinois, U.S.A.

reasons MS&C places considerable emphasis on mail promotion. However, the store is represented in nearly every issue of this paper, with a display ad and three large insertions per year dealing exclusively with fishing tackle. These appear in the spring, summer and fall seasons.

To round out his tackle advertising program, Ramsey also utilizes film trailers—three per year—which feature all types of sporting goods, including fishing tackle. The films play one-week “runs” at the Aliceville theatre, with MS&C bearing the entire cost.

In addition to a full line of fishing tackle, which has helped increase traffic and profits in this small-town store, MS&C stocks a line of good quality, but reasonably priced, hunting jackets, caps, boots, coats, wool sox, and other sports clothing, which are prominently displayed within view of the tackle.

MS&C not only offers fishermen the component parts for building boats, it keeps on file a large number of excellent detailed plans for a variety of fishing boats, and these are available without cost to customers. E. V. Strickland, another MS&C salesman and veteran boat-builder, assists fishermen in adapting the plans to their needs and with general construction problems. These free services prove valuable as mediums of goodwill, as well as sales stimulants. About 200 small fishing boats are constructed in the Aliceville area each year, and MS&C furnishes material and plans for an impressive portion of them.

W. H. Somerville does most of the buying for the tackle and boat supply department, and it is he, as well as Ramsey, who maintains a constant check of manufacturers' and wholesalers' literature and trade periodicals, in search of new and attractive merchandise for this productive end of the MS&C business.

Ramsey likes to tell about the store's unique “lure salesman,” which was “retired” recently, after many productive years of service. “We had a big, mounted bass head,” he explained, “and occasionally we'd bring out the head and attach it to one of the columns in the store. Then we'd stick some newly-arrived bait in the fish's mouth. Almost immediately that particular bait would sell out in a short time.”



1. *easier to sell* - the only complete line of light weight, strong, fast working tools made specially for home gardeners.

Appeals equally to men and women and encourages customers to buy several new tools at one time.

2. *certain to repeat* - every item matches perfectly with the others; all are finished alike with distinctive blue handles and gold trim. *Draws customers back to the independent hardware dealer for tools that match the others in their kit.*

~~SPEEDLINE~~
matched garden tools

the only line that pays

you a **2-WAY PROFIT**



easy to stock - just 18 fast selling items. Nationally advertised in Better Homes & Gardens, American Home, House Beautiful, Sunset, Flower Grower. Sold only through UNION jobbers, under this one brand.

Next time you order lawn and garden tools, be sure to see your UNION jobber's salesman—and say “SPEEDLINE”.

The Union Fork & Hoe Co.
COLUMBUS 8, OHIO

Makers of UNION FLEX-BEAM Forks, UNION RAZOR-BACK Shovels and UNION Right Repair Handles — all under the UNION name brand.

JUSTRITE

Yellow-Flash 8



Introductory
list price
(less batteries)

\$3.95

Model 2108

POWER! APPEAL! SALES!

Here's the most powerful flashlight made! Uses eight standard flashlight batteries to give 2,500 foot beam... twice the power of the ordinary camp or fishing lantern. Or, convertible circuit takes regular 6-volt lantern battery for extra-long economy service.

Entirely new! There's never been a light like the "Yellow-Flash 8." Compact, handy. Only 8" overall.

Also available in headlight (Model 1958) and hand lantern (Model 2198) at slightly higher lists. Use the "Yellow-Flash" line to boost battery sales. Write direct for complete details or call your jobber for immediate delivery. Be ready for volume sales during the outdoor season.



Eight standard flashlight cells

ADVERTISED!

Outdoor Life
Sports Afield
Field & Stream
Outdoorsman
Popular Science
Monthly
Sports Afield Fishing
Annual

JUSTRITE MANUFACTURING COMPANY

2061 North Southport Ave., Chicago 14, Illinois

Billboard Advertising

(Continued from page 53)

spraying from a half dozen leaks in his garden hose.

This "inferential" advertising often gets far better results than merely displaying the picture of an item and the price.

Also effective has been another humor campaign, with timely cartoon posters, devoted to both the summer and winter season. One example showed a bespectacled fish addressing a group of young fish in a "fish school" stating "Beware of Tackle from Central Hardware." This, of course, promotes the sporting goods department.

When the company showed rug beaters on one sign, this became the basis for a clever co-operative advertising program with a long-established St. Louis rug-cleaning firm. The rug-cleaning firm, capitalizing upon the fact that most St. Louisans keep an eye out for Central Hardware signs, ran its own billboard closely duplicating the Central Hardware color scheme, size and layout, with the title "Shame on you, Central Hardware—for suggesting beating rugs." At the bottom of the sign, the rug cleaner showed a rug quailing away from a housewife with beater in hand, and on the other side, a sketch of the company's gentle-handling drycleaning plant. Many St. Louis billboard advertisers have run "take-offs" on Central advertising, all of which, of course, is ideal publicity.

Over a period of 12 months, Central's signs cover all departments in the store, although only by suggestion, letting the sign-reader hark back in his own mind to needed materials in his home.

Perhaps the most continuously prevalent theme is "Tinker Time" and tools for the home craftsman, a field in which Central Hardware excels. During the winter months there are such signs as "Tools for long tinker nights" with a silhouetted figure shown at a workbench, and the words "tools" spelled out with wrench and pipe, hose, saw blade, T-square, coping saw, etc. With 50 such billboards carrying a new humorous message to a million St. Louisans every month, it is small wonder that the name "Central Hardware" is bound to come up whenever hardware is mentioned.

Promote the

Guns of the Month



MARCH



STEVENS MODEL 124
12 Gauge
3-Shot
Repeating Shotgun

STEVENS MODEL 59
.410 Ga. Bolt Action
Tubular Magazine
Repeating Shotgun

STEVENS MODEL 258
20 Ga. Bolt Action
Clip Magazine
Repeating Shotgun



"Unbelievable" — that's what your customers will say when they see the price tags on these "repeaters." And you're offering them more than sensationally low prices—these shotguns are good to look at, handle, and shoot. They're rugged, dependable, well-balanced, with years of top shooting service "built-in" by Savage.

SALES HINTS

STEVENS MODEL 124 — Let your customers handle this "First in the Field" value. Point out its low price . . . good handling qualities . . . its all-round adaptability for farm and sports shooting. The "124" features a simple, rugged, *cross bolt* action. It's a 3-shot repeater, 2 shells in the magazine, one in the chamber.

STEVENS MODEL 59 — Here's the only .410 ga. tubular magazine repeater on the market! Demonstrate the bolt action, self-cocking and independent safety features. Point out the one-piece walnut stock and forearm . . . pistol grip. This light, fine-handling gun is a pleasure to shoot. It's just the arm for pest control and for the younger shooter. Chambered for 2½" or 3" shells.

STEVENS MODEL 258 — Same fast-selling features as the "59", but in 20 ga., with clip magazine.

Above all, ask your customers to compare these shotgun values with any other "repeaters" on the market!

EVERY MONTH

...you'll find the Savage, Stevens and Fox "Guns of the Month" featured on these pages. Tie in with the "Guns of the Month" program — you'll find it pays off, in a profitable, satisfying arms volume.

SAVAGE ARMS CORPORATION
Firearms Division Chicopee Falls, Mass.



SAVAGE • WORCESTER Power and Hand Lawn Mowers

SOUTHERN HARDWARE for MARCH, 1950

69

this is the twine

that nets good net profits



A STREAMLINED PROMOTION of 2-color pages every month in leading Fishing Magazines continually reminds your customers of quality-controlled Gold Medal Seine Twine. Made from carefully spun, long staple cotton, this is the same twine used in Gold Medal Netting—famous for quality for 108 years. It ties right, hangs right—never kinks or twists—and fishes better and longer. Once a fisherman uses it, he comes back for more. So, for good customers—repeat customers—stock and promote Gold Medal Seine Twine and you'll net yourself good volume and good profits.

Gold Medal
QUALITY SEINE TWINE
THE LINEN THREAD CO., INC. (Successor to American Net and Twine Company)
418 GRAND STREET, PATERSON 1, N. J. • Chicago 10, Ill. • New York 17, N. Y.
Boston 10, Mass. • Baltimore 3, Md. • Philadelphia 6, Pa. • San Francisco 5, Cal. • Gloucester, Mass.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 17-19, 1950. Headquarters, Tutwiler Hotel, Birmingham, Ala. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham, Alabama.

Hardware Association of the Carolinas, annual convention June 13-14, 1950. Headquarters Hotel Geo. Vanderbilt, Asheville, N. C. Secretary, Mrs. Sally C. Masten, 118½ E. Fourth St., Charlotte, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 22-23. Headquarters, Hotel George Washington, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Louisiana Retail Hardware Association, annual convention March 20-21, 1950. Headquarters, Heidelberg Hotel, Baton Rouge, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 5-6, 1950. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Missouri Retail Hardware Association, annual convention and trade show, March 7-9, 1950. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Louis C. Kreh, 1189 Arcade Bldg., St. Louis, Missouri.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association, annual joint convention, Cincinnati, Ohio, April 3-6, 1950. Headquarters, Netherland Plaza Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

Virginia Retail Hardware Association, annual convention and trade show, March 21-23, 1950. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, March 13-15, 1950. Headquarters, Greenbriar Hotel, White Sulphur Springs, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

get aboard

"MOTO-MOWER"

best known name in power-lawn-mowers for thirty-one years

NATIONAL MAGAZINE ADVERTISING PROGRAM

with

60,080,951

C I R C U L A T I O N

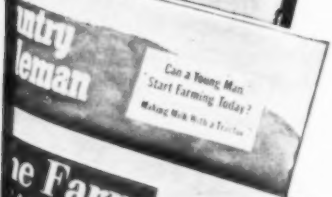
"MOTO-MOWER"
best known name in power lawn mowers for thirty-one years



There's one to fit every pocketbook
\$79.95*
POWER CUT
f.o.b. factory

24" LawnKeeper
22" Scout
20" Moto-Boy
18" Ace
17 1/2" Power Cut
Roto-Mower

for every size
LAWN



The **MOTO-MOWER** Company

4634 Woodward Ave. DETROIT

BUSINESS TRENDS *and* PRICE CHANGES

Continued Expansion in Business Activity

CONTINUED expansion of business during the first weeks of the new year is confirming the optimistic forecasts previously made for 1950's first half.

Factory production, which had climbed to a ten-month high, slipped a bit in January as a result of strikes in the coal and auto industries. Even so, production remains high, and barring a serious extension of the coal strike, factory output and manufacturing employment is expected to continue above a year ago.

Despite the boost in steel prices, a general price rise is not expected. Some automobile manufacturers have cut prices, and the slight decline in demand for farm machinery is expected to hold down prices in this line. For most other finished goods, strong competition is the element that tends to stabilize prices.

Meanwhile, the consumers' faith in the stability of the natural economy seems just as pronounced as during 1949's mid-year business slump. Department store sales are continuing at about last year's level. Reflecting this, also, is the fact that new orders to manufacturers are running ahead of shipments.

Some economists believe that farm prices have about completed their decline, meaning that the farmer will continue to make a good long-time market for practically all commodities.

As a stimulant to business is construction activity, both public and private. Outlays for public construction will reach a record figure with an accompanying high-level of employment.

Some Tax Relief in Sight

IF THE persisting rumors are true, the Truman tax plan faces rough going in Congress.

Excise taxes, a constant target for sharp criticism, probably will be reduced even more than the president recommended. At the same time, some observers believe that the freight tax will come off by mid-year. In addition, there are likely to be cuts on rail, air and bus tickets, long-distance calls, furs, luggage, jewelry and admissions.

One blow to the booming television industry is the possibility that television sets may be made subject to a 10 percent tax.

Installment Credit Held Stimulant to Business .

TO SOME observers, consumer credit is the bugaboo that clouds the economic picture. To others, the use of consumer credit by the nation's buyers is one of the important supports to business activity.

Whatever the case, the consumer demand for goods is being stimulated by an easy credit situation. Installment credit granted by merchants during the Christmas buying period jumped about 30 percent above the previous year.

At this time, installment credit outstanding is just slightly under personal income for the nation, a situation similar to the years 1935-40.

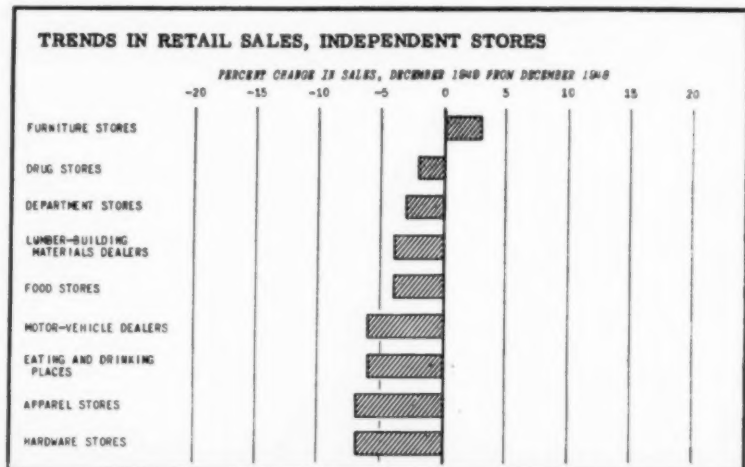
However, liquid assets held by individuals totaled more than 175 billion at the end of 1949, a figure 3.5 times the 1939 amount. Such a reserve has made it possible for many buyers to make large down-payments, loans for the remainder being spread over a short term.

While the amount of outstanding installment credit probably is far from the danger point, one disturbing fact is that sales of autos, appliances and other durable goods may decline later.

Wholesale, Retail Sales Show Slight Decline . .

WHOLESALE and retail sales generally were off in the Southeast during the first 11 months of 1949 as compared with the corresponding period in 1948, according to a recent report from the Bureau of the Census.

Wholesale sales were down 8 percent in the South Atlantic region and 11 percent in the East South Central Section.



From U. S. Dept. of Commerce, "Monthly Report"

SOUTHERN HARDWARE for MARCH, 1950



The forming of the strands — like every step in the production of Columbian Rope — is watched constantly by keen eyes trained in keeping Columbian quality uniformly high.

Equally painstaking quality control in all departments of the modern Columbian plant assures you that Columbian Rope will consistently feature **STRENGTH**, capable of withstanding the pull and tension of staggering poundage — **FLEXIBILITY** that makes Columbian easier to handle even when wet — **WATERPROOFED AGAINST ROT** — **LONGER LIFE**.

You can depend on these features when you specify Columbian. Every foot is guaranteed for quality, strength, durability, service.

COLUMBIAN ROPE COMPANY
440-70 Genesee St., Auburn, New York
"The Cordage City"

There is no finer rope!



SOUTHERN HARDWARE for MARCH, 1950

HARDWARE *Industry* NEWS

Cappellmann's 50th Year With C. D. Franke Co. .

When E. J. Cappellmann started work with C. D. Franke & Co., Charleston, S. C., in January 1900, he was just 14 years of age—and the salary was the magnificent sum of \$10 per week. The business, which had been established by C. D. Franke in 1860, then specialized in the distribution of buggies, wagons and accessories.

For two years young Cappellmann worked as office boy; next was advanced to stock clerk, then went to the order and billing department. Later he traveled Virginia and the Carolinas for a number of years; and when the company was incorporated in 1921, he became vice president. Then, following the death of J. H. Jahnz in 1947, Mr. Cappellmann was elected president of the company, which for many years has been a leading wholesale distributor of hardware, industrial supplies and allied lines.

Employees and stockholders of C. D. Franke & Co. arranged a dinner party for Mr. Cappellmann at the Francis Marion Hotel in Charleston on February 1, to celebrate his 50th business anniversary.

Watkins-Cottrell Co.'s Mobile Display Room

A new traveling display room which has been termed the "Displaymobile," has been put in operation by Watkins-Cottrell Co., well-

known hardware wholesalers of Richmond, Va. The same size as a large Trailway or Greyhound bus, it will be operated on a regular schedule covering Virginia and North and South Carolina, twelve months in the year.

The Displaymobile will be operated by Elliott Hicks, former manager of Watkins-Cottrell's sporting goods room, in conjunction with the regular salesman in whose territory it happens to be traveling.

Primarily, the new traveling display room is intended to carry samples of fishing tackle, baseball, football, basketball, golf, guns, rifles and other sporting goods lines. How-

ever, it will also be used at times to show other seasonable merchandise.

Postcards which are sent to dealers some time in advance, notifying them of the date of arrival of the traveling sample room, carry on one side a photograph of the bus with the reminder, "Watch for the Displaymobile—soon to visit you."

Atkins Appoints Vogel File Division Manager

K. W. Atkins, vice president of E. C. Atkins and Co., Indianapolis, Ind., announces the appointment of Augustus Vogel, Jr., to represent Atkins



★ MARSHALLTOWN TROWELS ★


MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





• GREAT NECK SAW MFRS., INC. • Mineola, N. Y. •


ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products



- back saws
- panel saws
- pruning saws
- block planes


- hand saws
- mitre saws
- wood chisels
- fore planes

FOR ACTION SALES...



- keyhole saws
- coping saw frames
- screw drivers
- jack planes

SEE YOUR JOBBER IMMEDIATELY!



Typical customers tell why they like *American Fence*



**"BULL-STRONG AND HOG-TIGHT
the original American Fence
lasted 30 years,"**

says Mr. T. M. Jamison, Easley, S. C.



**"American Fence does not
rust out at the joints,"**

*SAYS MR. A. P. WINSTON,
ATHENS, GEORGIA*



**MILES OF AMERICAN FENCE
HOLD LIVESTOCK IN TEXAS**

... W. E. Shepard, Kaufman, Texas



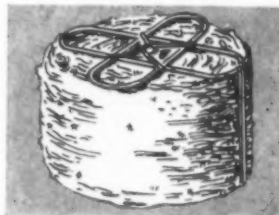
**"American Fence is the
best I have ever used,"**

*SAYS MR. J. S. JOHNSON,
Dickson, Tennessee*

ALL over the South, farmers and ranchers who know value insist on U-S-S American Fence. And every year, more and more of your customers are finding out that the long life and trouble-free service built into every rod of American Fence are worth paying for. That's why the demand for American Fence continues to grow, year after year.

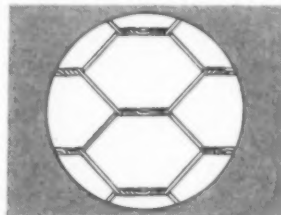
Be sure to have U-S-S American Fence available in your store when your customers want it. Contact your supplier now, or get in touch with the nearest T.C.I. office. We'll try to get you the fence you need at the earliest possible moment.

Stock up on these popular steel products, too!



AMERICAN BARBED WIRE:

High tensile strength; sharp, regularly-spaced tightly-fixed barbs; heavily galvanized to resist rust.



MEX-CEL POULTRY NETTING:

Straight and true as a steel yardstick. Stretches tightly without bagging. Galvanized for long life.

TENNESSEE COAL, IRON & RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM • CHARLOTTE • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA



**AMERICAN FENCE
TENNESEAL V-Drain ROOFING**

UNITED STATES STEEL

in the distribution of its line of files, as manager of the file division.

Before coming with Atkins, Vogel represented the Nicholson File Company, prior to that had been secretary of Imperial Paint Company, and had served as general sales manager of F. O. Pierce Paint Company.

Changes in Stanley Sales Personnel . .

Stanley Electric Tools, New Britain, Conn., has announced the retirement of Henry W. Blackman from active duty as sales manager, a post which he held for the past 20 years. His record of employment



Blackman



Fuller



Ellsworth

with Stanley covers 46 years and started in 1903, when he became an

order clerk with the Stanley Rule & Level Company. Two years later he joined the sales force, covering New England and eastern Canada. Later he traveled the territory east of the Mississippi river. In 1929, he became sales manager of Stanley Electric Tools, when that company was made a separate Stanley division.

To succeed Mr. Blackman, Fred O. Fuller has been appointed sales manager of Stanley Electric Tools, and Elmer W. Ellsworth has been named assistant sales manager. Mr. Fuller became affiliated with Stanley as a member of the purchasing department in 1918, with the purchase of the R. L. Carter Company by Stanley in 1929.

Mr. Ellsworth came with Stanley in 1929, when a separate sales force was organized to promote the sale of Stanley Electric Tools. After a sales training course, he represented the company in the New England area and handled other special territory directly under Mr. Blackman.

The BAIT—
The Experts are Recommending
"SUPER MIDGET"



ACTUAL SIZE

OTHER FAMOUS Barracuda BRAND PRODUCTS
Reflecto Spoons
• Feather and Nylon Jigs
• "Super Stout" Rods

The immediate success of this little "powerhouse" was not a surprise. Even in the hands of novices, the SUPER MIDGET is absolutely guaranteed to catch fish. When you watch its super-wiggling terrific fish-teasing action, you'll know why. Its "look alive" shiner finish simulates the best natural food for game fish. The SUPER MIDGET, made of plastic—never swells or waterlogs, and is correctly weighted for true, easy casting. Recommended for use on casting or spinning rod for Bass, Crappie (Speckled Perch), Blue Gills. A real winner for you.

Retails for **\$1.00**
CORK BALLS
. . . PLASTIC FLOATS

Keep your cash register ringing up extra fast sales with these long lasting all-purpose cork and tanite plastic floats—made with the same precision craftsmanship that has made "Barracuda" the favorite tackle of fishermen.

Get in touch with your fishing tackle jobber today for full information about the complete line of famous Barracuda Brand tackle made in the "Heart of America's Best Proving Grounds."




Nichols Separates Mill and Warehouse Divisions

The Nichols Wire & Aluminum Co., 1725 Rockingham Road, Davenport, Iowa, announces the separation of its warehouse and mill divisions, effective January 1, 1950.

C. L. Johnston has been appointed manager of sales, warehouse division. Mr. Johnston has been with



C. L. Johnston

the company since 1939, except for the time he served in the U. S. Navy. He has held the positions of sales representative and assistant general sales manager.



G. J. Brenneman

G. J. Brenneman has been appointed assistant sales manager, mill division. Mr. Brenneman has been with the company since 1947, and has held the positions of material control supervisor and sales representative. He was formerly associated with the Aluminum Company of America in Pittsburgh and Chicago.

Daniels to Promote Pol-mer-ik Oil Sales

The appointment of John H. Daniels as sales promotion manager of Pol-mer-ik Boiled Linseed Oil sales has been announced by J. W. Moore, vice president of the Archer-Daniels-Midland Company, Minneapolis, Minn.



J. H. Daniels

During the war, Daniels served as a first lieutenant with the Field Artillery and saw action in France, Germany, and Czechoslovakia. He first joined A-D-M in 1946. For the past three years he has served as flaxseed buyer on the floor of the Minneapolis Grain Exchange.

Ask for Them by Name

CLARK

QUALITY INDUSTRIAL FASTENERS SINCE 1854

**BOLTS • NUTS • RIVETS
... and SCREWS**

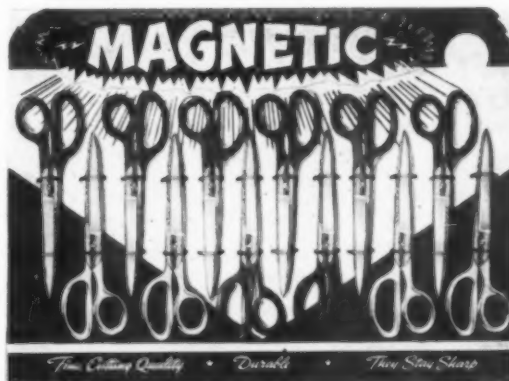
Uniformity of Quality . . .
Accuracy of finish — explains
why those who want the BEST
say CLARK.

At your local jobber or distributor.

CLARK BROS BOLT CO.

MILDALE; CONN.

☆ MAGNETIC POINTS ☆ GAY COLORED HANDLES
☆ POPULAR WITH HOUSEWIVES



FAST SELLER AT ONLY 49c RETAIL

One dozen Straight Trimmer Shears. MAGNETIZED Sharp Points to pick up steel needles. Four pairs each Red, Green and Yellow enamel handles on colorful red, blue and yellow easel-back card. Each card packed in individual carton.

See your Jobber or Write

Order No. 1031

The ACME SHEAR CO., Bridgeport 1, Connecticut
World's Largest Manufacturer of Scissors and Shears

HERE'S A
**REAL PROFIT
LINE!**



**NICHOLS
NEVER-STAIN**
TRADE MARK

ALUMINUM CLOTHESLINE WIRE

"The Washday Sweetheart"

- WON'T RUST • WON'T ROT
- WON'T CRACK
- HOLDS ALL TYPES OF CLOTHESPINs
- WILL NOT SOIL WASHINGS

Display this top sales-builder for steady profits. Millions of feet of Nichols Never-Stain Aluminum Clothesline have been sold. Costs no more than ordinary clothesline. Ideal for yards, basement or attic.

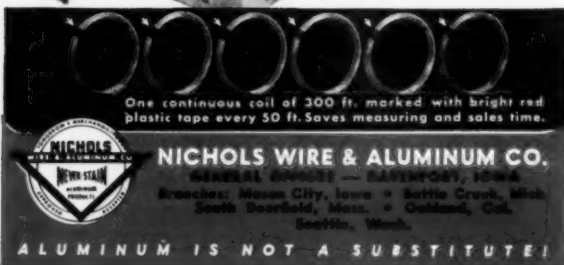
**NATIONALLY ADVERTISED TO OVER
20,000,000 READERS**



**PACKED
4-300 FT. COILS
PER CARTON**



- BETTER HOMES & GARDENS
- HOUSE BEAUTIFUL
- AMERICAN HOME
- GOOD HOUSEKEEPING
- PARENTS' MAGAZINE
- WOMAN'S DAY
- PATHFINDER
- SUNSET
- HOUSEHOLD



FOLLOW THESE

3 PATHS TO PROFIT!



Weldwood Glue



Want woodworkers to beat a path to your door? Whether they work for pleasure or for pay, everybody knows, needs, and wants Weldwood Glue.

It mixes quickly and easily with cold tap water...spreads smoothly...sets fast...gives you a permanent bond...

and is stain-free on all woods, highly water-resistant.

Stock this modern plastic bonding agent, and tie in with national Weldwood Glue advertising. It will help customers make your store headquarters for all their hardware needs.

Sell Weldwood Glue in 15¢, 35¢, 65¢, 95¢ and larger size cans. Write us for dealer plan and name of nearest wholesaler.



Feature this
display carton
near your
cash register



Firzite

FIRZITE fills an important need. Used as a sealer or undercoat before staining or painting it closes wood pores tightly...taming the wild grain and virtually eliminating annoying checking and grain raise. Available in white or clear.



Satinlac

Profit, too with this inexpensive, easy-to-use material that brings out and preserves the rich, natural beauty of wood...plywood or solid. SATINLAC is a clear coating that brushes on without marking. It helps assure a lasting, fine finish that will not darken or yellow with age.

Write for more details on FIRZITE and SATINLAC

UNITED STATES PLYWOOD CORPORATION

Industrial Adhesives Division, Dept. 550
55 West 44th Street, New York 18, N. Y.



WELDWOOD PLASTIC RESIN GLUE

Atlantic Steel Elects Three New Directors

Atlantic Steel Company, Atlanta, announces the election of three new directors at a meeting of the company's stockholders in January. They are: C. B. McManus, president of Georgia Power Company, and two Atlantic Steel vice presidents, Joseph H. Girdler and Howard B. Johnson.

Mr. Girdler, a graduate of Lehigh University, came to Atlantic Steel in 1941. Prior to his election as a vice president in 1949, he served as open hearth superintendent. He is now vice president in charge of operations.

A graduate of Georgia Tech, Mr. Johnson has served the company in various capacities since 1933. He was elected a vice president in 1946 and is now vice president in charge

of sales and finance.

All officers of the company were re-elected. They are: Charles F. Stone, chairman of the board; Robert S. Lynch, president; Wilbur Glenn, vice president; C. H. Candler, Jr., secretary; Gilbert Purvis, treasurer; and Robert S. Stradley, assistant secretary and treasurer.

Raymond Named Sales Manager of True Temper

Robert R. Raymond, formerly sales manager of the tool division of True Temper Corporation, Cleveland, was promoted to vice president and general sales manager at a recent meeting of directors.

Mr. Raymond replaces John O. Findeisen, who was made vice president and merchandise director.



R. R. Raymond

Well known throughout the hardware jobbing trade, and a member of the Old Guard, Mr. Raymond joined True Temper in 1937. He is a native of Evansville, Indiana, and a graduate of Indiana University.

Mr. Raymond was manager of the Evansville Tools Works when the concern was taken over by the American Fork & Hoe Company, known as The True Temper Corporation since July 1 of this year.

National Hardware Show Set for October 2-6 . . .

The fifth National Hardware Show will be held October 2-6 at the Grand Central Palace in New York City.

Sponsors of the show have announced that the show will be increased to five days to give exhibitors more time in which to transact their business with the buyers attending the show.

The Fishing and Hunting Division will be further expanded this year to take care of additional manufacturers who wish to exhibit.

Frank Yeager, managing director of the show, stated that, while there were 225 exhibitors in the Fishing and Hunting Division last year, arrangements are being made to accommodate at least 75 more at the

FLEMING
Wallrite

DECORATED
BUILDING PAPER
for
BEAUTIFUL WALLS



TACK IT OR PASTE IT

There's a bright beautiful Wallrite Design
for every room in the house

Choose Beauty from Eight Beautiful
New Wallrite Designs

Manufactured Exclusively by

FLEMING & SONS, Inc.
Dallas, Texas

1950 show. Last year's buyer attendance was 29,675.

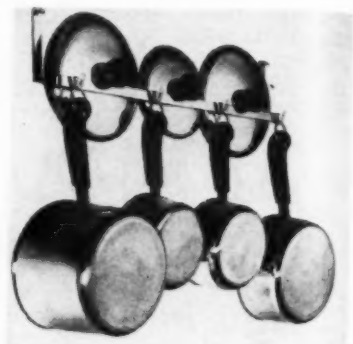
The Fishing and Hunting Division, it was explained, again will have a special advertising and promotional plan to reach every buyer of sporting goods in the country. The policy of the Division with respect to exhibitors and attendance again will be to restrict exhibitor space to manufacturers only, and only the trade will be permitted to attend.

Sponsors pointed out that the show immediately precedes the convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association which will be held in Atlantic City.

NEW PRODUCTS AND SALES PROMOTION MATERIALS

New Utensil Racks for Revere Ware Line . .

Revere Copper and Brass, Inc., Rome Manufacturing Division, Rome, New York, is introducing a new Revere Ware utensil rack for the display of Revere Ware by housewives in kitchens. The ring in the handle of each of Revere's utensils fits over the hangers on the rack.



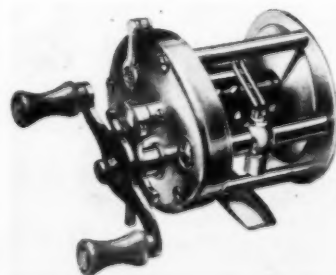
The racks are made in three sizes: No. 1720 is 22 1/2" long, equipped with four adjustable hangers, sold separately or purchased with the X-20 set (one 1-qt. sauce pan with cover, one 1 1/2-qt. sauce pan with cover, one 6" covered French Chef skillet, and the No. 1720 utensil rack); No. 1721 rack is 22" long, holds four utensils and covers securely in place, and provides several arrangements for larger utensils; No. 1722 DeLuxe rack, 31 1/2" long, and holds up to ten utensils and covers.

The racks are said to keep pans and covers within easy reach and to save space. The No. 1721 rack is shown here.

Langley Adds "Whitecap" Combo Reel to Line

The Langley Corporation, 660 Second Ave., San Diego, California, announces the addition of the new Whitecap Combo Reel to its line of reels with the Anti-Inertia Spool, marking the entrance of the Langley Corporation into the salt water field.

The star drag, level wind Combo reel is said to deliver a new high in performance for combination-type reels. Suitable for both fresh and salt water fishing, it features streamlined tear-drop design with anodized aluminum spool, and is salt water corrosion resistant, it was announced. The crank is non-reversing, and



*You Can Meet and BEAT
Your Competition!*

First, you must have more than a good quality paint to meet your competition. SARGENT-GERKE offers you the highest quality, which you can sell profitably with prices that are actually competitive with your market.

Selling methods of the past will not meet the powerful competition of today. SARGENT-GERKE gives you a definite sales plan with store modernization that sells the goods, at a generous profit to you.

Service is maintained from the factory in Indianapolis and through six warehouses located at Montgomery, Alabama; Knoxville, Tennessee; Paducah, Kentucky; St. Louis, Missouri; Des Moines, Iowa; and Green Bay, Wisconsin.

LET US MODERNIZE YOUR PAINT DEPARTMENT

Write for the SARGENT-GERKE Exclusive Dealer Franchise Plan Today!

THE Sargent-Gerke Co.

INDIANAPOLIS, INDIANA

P. O. BOX 729

can be thrown on or off instantly by thumb lever on head cap, the manufacturer reported. The new dual-purpose reel has the Langley Anti-Inertia Spool, which is said to eliminate casting drag and backlash.

The Whitecap will sell for \$13.00

Wooster Introduces New Cup-and-Saucer Rack

The Wooster Rubber Co., Wooster, Ohio, has introduced a new Rubber-maid cup-and-saucer rack, designed to save shelf space and said to reduce cup and saucer breakage and chipping, tone down kitchen noise, save time and steps in storing dishes, or in setting a table, and to lend a holiday note to the serving of family or guests.



The rack is of durable wire, with a special cushion-coating that does not peel or soften in scalding water, grease or soap, it was announced. Now being introduced in a variety of kitchen-harmonizing colors—red, white, and yellow—the racks hold eight cups, with saucers. A smaller size is for cups alone.

Ocean City - Montague Catalog Available

Ocean City Mfg. Co., A and Somerset Streets, Philadelphia 34, Penn., has introduced its new 1950 catalog, with nearly 200 illustrations in natural color, magnified blow-ups of features, helpful hints on techniques, equipment requirements and care of reels and rods. Its complete line is presented in over 30 different groupings, covering every type of angling, it was announced.

Every page in the book is said to contain information of aid to dealer and fisherman alike. The descriptions and engineering specifications have been set forth clearly and concisely, and features have been highlighted in magnified blow-ups to help the reader visualize the Ocean City reels and Montague rods.

Each of the sections is also illustrated with tints of fishing scenes, different fish, lures and accessories generally associated with that type of angling. In addition to such well-known groupings as "Fly Fishing," the catalog also includes specialized sections, such as "Deep Trolling."

FOR A REAL SALES LEADER

the 10-FOOT WHITE CHIEF BY CARLSON

That extra length your customers want! 120 inches of accurate, more useful measuring convenience . . . jet black markings on an acid-resistant, wear-resistant, snow white blade. Recognized Carlson quality throughout with the new swing-tip and famous Carlson 10-second blade change.

P.S. For Hardware Week, it can't be beat . . . watch for your special promotion packet in the mail.

CARLSON

CARLSON & SULLIVAN, INC.
MONROVIA, CALIFORNIA

Blade produced under Pat. No. 2,000,000

In Hand Saws



STEEL TELLS THE STORY!

Yes, it's steel . . . the finest SANDVIK Swedish Steel . . . that makes this tool the pride of the carpenter's tool chest. The very heart of all edged tools is the steel from which they are made, and with SANDVIK "Fish & Hook" Saws that important basic ingredient is the world's finest steel for edged tools . . . genuine Swedish charcoal steel. Keen edge? You can't top it! What's more, in a SANDVIK Saw the edge lasts and lasts because the steel is tough!

To match such performance by the steel the SANDVIK #280 Hand Saw

is balanced to meet exacting professional requirements, and finished to win the acclaim of men who earn their living with fine tools as the finest.

The SANDVIK trade mark . . . the famous "Fish & Hook" . . . on the blade of SANDVIK hand saws tells your customer this is the Swedish steel . . . and the saw . . . he wants to own.

SANDVIK
SAW & TOOL CORPORATION
47 WARREN ST. NEW YORK 7, N. Y.

SPECIAL

for
NATIONAL HARDWARE WEEK
April 28 — May 6

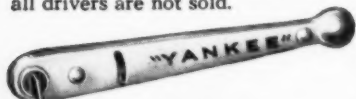
"YANKEE" NO. 3400 OFFSET RATCHET SCREW DRIVER



to Retail for

79¢ each

The regular merchandiser for "Yankee" No. 3400 Offset Ratchet Screw Drivers will carry a colorful band across the top announcing the special low price of 79c for National Hardware Week. After May 6 the band can be easily removed if all drivers are not sold.



The "Yankee" 3400 Ratchet Offset Driver is pocket-size, and one of the handiest tools available. Order a liberal stock of No. 3400 HW ... real Hardware Week Value!

"YANKEE" TOOLS
NOW PART OF **STANLEY** THE TOOL BOX
OF THE WORLD

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.

Ocean City Introduces Give-Away Tackle Stunt

Ocean City Manufacturing Co., Philadelphia, Penn., introduced a new give-away stunt to the tackle trade scene last month. The novel merchandising idea features the free offer of a 50-yard spool of nylon casting line, which the dealer can give to his customers with each purchase of one of three popular-priced, fast-selling Ocean City level-wind models.



The stunt is designed to serve a two-fold purpose, it was announced: to introduce Ocean City's new top grade line, which is black, waterproofed and braided of DuPont nylon, and to attract business that will get the dealer off to an early start on the season's reel sales.

Ocean City's introductory offer is known as the No. 3627 deal. The dealer buys a carton of 12 level-wind reels, 6 with \$4.00 list in Deal 1591, or 3 at \$6.50 list in Deal 1970. On top of each individual reel box is attached a 50-yard spool of the line, wound on an ivory plastic spool, attractively labeled. Selling this merchandise at retail, the dealer is able to offer both at the list price of the reel alone. The line is valued at \$1.30 per spool list.

The shipping carton is said to contain an eye-catching counter card which can be set up in the store immediately upon receipt. The offer is described in a broadside mailing, now reaching the trade, which emphasizes that the offer will be available for a limited time only and may be withdrawn at the discretion of Ocean City, it was announced.

Cleveland Chain Redesigns Round Reel Display Stand

Cleveland Chain & Mfg. Co., Cleveland, Ohio, announces the redesigning of the Round Reel Salesman chain display stand to secure greater merchandising value. The new stand features a handy 36-inch rule down the left side which can

THEY WANT 'EM



Campers,
Sportsmen,
Country Home and
Farm Owners say the
"Hudson Bay" is the
Greatest Light Axe Ever!

Used by Hudson Bay trappers on long trips in rough country, the Collins Hudson Bay Axe is the ideal combination of light weight for convenience, plus power for man-sized cutting jobs.

Head: Two pounds of keen-edged, deep-biting steel — 4-inch cut. Handle: 23 or 27-inch tough hickory — long enough for two-hand swing — short enough to pack or carry at belt. Retails at \$3.00. Belt sheath at \$1.25.

YOU SELL 'EM

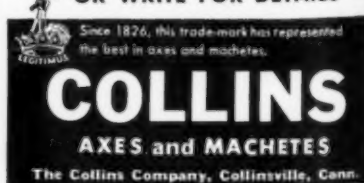


Twin in
Popularity
for Camp, Cottage
or Trail is the Handy
Cutting Collins Machete!

For bushing out trails, or clearing around camp or cottage, there's no finer one-hand edged tool than the easy-to-handle, keen cutting machete.

Blade: Forged steel — 17-inch, nearly 1/2-inch thick at back — ground and polished. Handle: Tough, black plastic, firmly riveted. Retails at \$1.75. With decorated sheath, genuine cowhide, sewn seam and belt loop — the two retail at \$4.50.

YOUR JOBBER OR WRITE FOR DETAILS



KLEINS



No. 201-NE Stream-lined Side-cutting Pliers, 6, 7, 8 and 9 inches.

SINCE 1857

There is **ALWAYS** a Market for Quality Tools

Good workmen know it's poor economy to compromise with inferior tools.

Figured on the years of service a good pair of pliers will render—figured on the work they do—the finest in quality becomes the most economical in the long run.

Klein Pliers are favorites with men who know good tools. Men who know good tools are your best customers.

Be sure you have an adequate supply of high quality Klein Pliers for your customers who want the best.

Distributed Through Jobbers

Foreign Distributors:

International Standard Electric Corp., New York



The Klein Pocket Tool Guide, showing the Klein line and containing useful tool information, will be mailed on request.

No. 201 Original Klein Side-cutting Pliers, 6, 7, 8 and 9 inches.

No. 203 Long Nose Pliers, 6 and 7 inches.

Mathias KLEIN & Sons
Established 1857 Chicago, Ill., U.S.A.
1200 BELMONT AVE. CHICAGO 18, ILL.



The SOUTH'S favorite guide lines and webbing



MAGNOLIA

Packed in individual burlap and paper wrapped tubes. Ideal for well rope. Send for free sample.

- Moderately priced
- Weather resistant
- Light and strong
- Reasonably priced
- For general farm use



MALLISON WEBBING

Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

Write for additional literature and sales helps on complete Puritan line which includes Puritan, Regal, Kendale Southgate and Magnolia Sash Cord.



PURITAN CORDAGE MILLS, Inc. (Manufacturers) • Louisville 6, Kentucky

SOUTHERN HARDWARE for MARCH, 1950

**WHEN YOU USE
PLIERS... You need
CHANNELLOCK**

*Easy
to remember...*
CHANNELLOCK

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No matter what your work... plumbing, electrical, automotive, aviation, battery or ignition—there is a Channellock plier designed specifically for your job. If you use pliers... you need Channellock.

CHANNELLOCK

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The exclusive tongue and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Adjustments, Visible Adjustments, No Wear on Joint Bolt.



Send for Catalog C-33 today

CHAMPION DEARMENT TOOL CO.
MEADVILLE • PA.

Only
Champion DeArment makes

CHAN NEL LOCK

TRADE MARK

REG. U.S. PAT. OFF.

be used by dealers in measuring off a desired quantity of chain. Also, the top panel has been redesigned to include the "Round—oldest name in chain" insignia, adopted last year during the company's 80th anniversary.

The Reel Salesman holds four reels of chain (or their equivalent on one-half or one-third reels). Sturdily constructed, it is 51 inches high, 15 inches deep and 20 inches wide. New weight is approximately 24 lbs. The stand is furnished with a variety of assortments, made up of quick-selling chain items, it was announced.

Reel Salesman are available from The Cleveland Chain & Mfg. Co., and The Bridgeport Chain & Mfg. Co., Bridgeport, Conn.

Nat'l. Lock Announces New Cabinet Hardware Set . .

A new widely-inclusive board and assortment for a complete cabinet hardware department is claimed by National Lock Company of Rockford, Illinois, in announcing the No. 150 Cabinet Hardware Assortment.

The new assortment includes the finest cabinet hardware from National Lock's extensive line, it was announced.



Four new items are featured—forged brass hardware, a new type concealed hinge, concave knobs and a distinctively-styled die cast handle. In addition, the No. 150 offers the complete Deluxe and Aristocrat matched sets.

Popular finishes, such as bright brass, dull brass, dull bronze, bright chromium and dull chromium, are stressed by the company as adding to the sales-desirability of many of the hardware items.

Offered as an assortment, with well-balanced quantities of each item, the No. 150 also provides a handsome display board requiring minimum counter space.

It is pointed out that any desired quantities of any item may be secured from open stock. The No. 150 is available promptly through conventional distribution channels.



DIETZ "PIONEER"
Electric
ESTATE LANTERN

Here's a real seller for the private home market—for driveway, garden, walks, entrances, doorway, dock-light, etc. Roadside restaurants, clubs, recreation areas, motels, too, create a ready sales.



22" high. Black waterproof finish. Frosted glass globe. Uses any standard light bulb. To be mounted on post or bracket. Hollow base tapers for snug fit.

Authentic design from the original DIETZ dies.

RETAILS FOR
\$15 IN THE EAST

EST. R.E. DIETZ COMPANY 1840
NEW YORK
OUTPUT DISTRIBUTED THROUGH THE JOBBER TRADE EXCLUSIVELY

POULTRY NETTING
HEXLOK
INDIANA STEEL & WIRE CO.

POULTRY NETTING
STRAITLOK
INDIANA STEEL & WIRE CO.

POULTRY NETTING
4 in 1 GRADUATED MESH
INDIANA STEEL & WIRE CO.

3 FAMOUS NAMES IN NETTING...

U. S. HEXLOK—
The Perfect Hexagon-Mesh Netting with Lock-twist Weave...

U. S. STRAITLOK—
The Original Straight-Line Poultry Netting. Woven Like Farm Fence

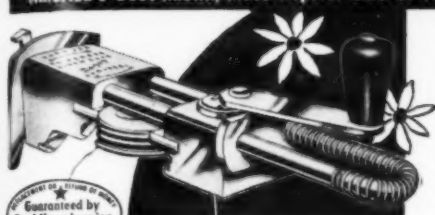
U. S. 4 IN 1—
The New Chick-light Straight-Line Netting with Graduated Mesh

Available in either galvanized before or galvanized after weaving.

INDIANA STEEL & WIRE CO.
MUNCIE, INDIANA

Consumer ACCEPTED...

America's Best-known, Most Popular Line of Kitchen Helps



No. 120 Daze Super Juicer



No. 150 Daze Crackit



No. 80 Daze Deluxe Can Opener



No. 900 Daze Sharpit—(Knife and Scissors Sharpener)

THE DAZE "OPN-SEAL"... IN DAZEY KITCHEN-TESTED COLORS

Removes all screw-type jar lids and bottle caps, all vacuum sealed caps and lids—quickly, easily... without damage to cap and container, or injury to hands. Also ideal for sealing or resealing of air-tight jars.

For greater profits feature Daze Kitchen Helps in Daze kitchen-tested colors. All wall-type units fit the famous Daze wall bracket, making easy the sale of other Daze units. Ask your regular jobber about Dazeys, or write today for literature and prices.

DAZEY CORPORATION • ST. LOUIS 7, MISSOURI



No. 810 Daze Blend-R-Mix



No. 160 Daze Triple Ice Crusher

Be Sure

Form a DAZEY CHAIN of Kitchen Products • CAN OPENER • KNIFE SHARPENER • JUICER • ICE CRUSHER BLEND-R-MIX • NUT CRACKER FAMOUS DAZEY CHURNS



The WRIGHT name is your guarantee of top quality in galvanized hardware cloth. Carefully woven, heavily and brightly galvanized, a Wright quality product all the way from rod to you.

Southern Representatives:
E. L. HORNIBROOK
D. C. HORNIBROOK
Box 174
Avondale Estates, Ga.
LAWRENCE J. BALDWIN
& SON
306 Carondelet Bldg.
New Orleans 12, La.

WRIGHT

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

SOUTHERN HARDWARE for MARCH, 1950



BETTER MEASURE WITH LUFKIN

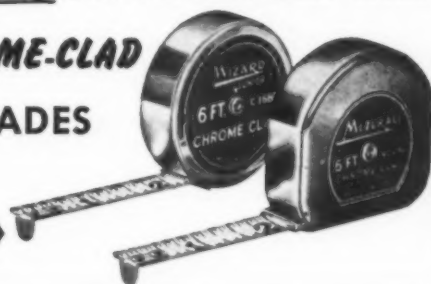
NEW! NEW! NEW!

LUFKIN MEZURALL and

WIZARD JR. TAPE-RULES with

CHROME-CLAD

BLADES



EASY TO READ MARKINGS THAT ARE DURABLE

As advertised to more than 40,000,000 readers in the Roto Sections of Leading Sunday Newspapers; Industrial Trade Papers; and other Consumer Publications.

Here's real news for every progressive hardware dealer... the fast-selling Lufkin Mezurall and Wizard, Jr. Tape-Rules are now available with non-glare Chrome-Clad satin finish blades. Now you can assure bigger Tape-Rule volume for yourself, and more measuring satisfaction for your customers.

CHECK THESE OUTSTANDING FEATURES:

- 1—Exclusive Lufkin Chrome-Clad finish blades.
- 2—Black markings razor-sharp against chrome white background.
- 3—Rust and corrosion resistant.
- 4—Will not crack, chip, or peel.
- 5—Self-adjusting hook permits accurate butt-end and hook-over measuring.
- 6—Replaceable blades.
- 7—Smooth manual blade operation.
- 8—Improved heavily plated case—insert side plates in attractive red and white.

Start placing your orders AT ONCE. Cash in on the big supporting advertising program breaking in April. Order through your jobber, simply specify:

C-926 Chrome-Clad MEZURALL	6-ft.	List, each	\$1.75
C-928 Chrome-Clad MEZURALL	8-ft.	List, each	1.95
C-1686 Chrome-Clad WIZARD, JR.	6-ft.	List, each	1.35
C-1688 Chrome-Clad WIZARD, JR.	8-ft.	List, each	1.60

Descriptive 3-color mailing pieces available on request.

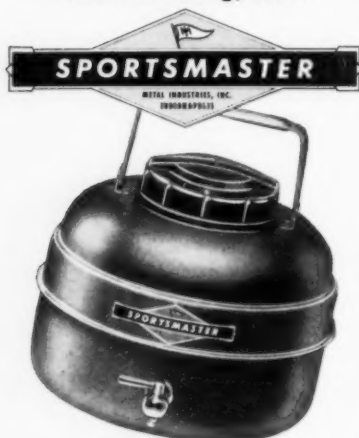
Sell **LUFKIN** TAPES • RULES
PRECISION TOOLS

THE LUFKIN RULE CO.

SAGINAW, MICHIGAN • NEW YORK CITY • BARRIE, ONTARIO

64-A

the amazing, new



WITH SENSATIONAL NEW
STYLING, POPULAR PRICES, AND

National Advertising

● You'll want to be sure to have the new Sportsmaster line... the fastest moving, profit-maker in the field. The first new idea in thermic jugs in years... Completely different... strikingly handsome... supremely practical! It's lower and wider... easier to stow away... harder to tip over... and has a two-coat white porcelain-enameled steel inner-liner... Deluxe through and through, offered in 3 models, and backed by consumer advertising in leading national publications. Get on the band-wagon... Write today!



plus

Three other great lines to cover
every need and price demand...

ALL-AMERICAN

Series A—Anodized Aluminum Inner-Liner—5 Models

Series G—Porcelain-Enameled Steel Inner-Liner—6 Models

Better than ever, yet lower in price... that's the big news about the 1950 All-Americans. This year all aluminum accessories are anodized and outer-cases have beautiful satin-silver, baked-on enamel finish.



CHAMPION

The vitreous, stoneware liner reaches its peak of popularity in the profitable, fast-selling Champion line. Five beautiful models with handsome baked-on blue enamel steel cases, and new lighter weight.



See your jobber or write factory for reference for our New 1950 Catalog on these Famous, Money-Making Lines!

METAL INDUSTRIES, INC.
INDIANAPOLIS

Red Devil Painter Kit for National Hardware Week

Red Devil Tools, Irvington 11, New Jersey, announces for the first time the Red Devil A1 Painter Kit, for National Hardware Week promotion.

The promotion of the kit is said to be backed by many point-of-sale helps, such as three color window streamer, removable price card, display card, mats and electros for flyer or newspaper, and national advertising.



The kit is described as a carefully selected sampler of the leading Red Devil glass, paint and scraping tools, enclosed in an all-steel utility box with clasp lock and sturdy handle on top. Included are the following Red Devil tools: No. 024 glass cutter, No. 0 cabinet scraper, No. 40 wood scraper, No. 9 sandpaper holder, No. 24 handy pack sandpaper (four grits), No. 13 Jak-Nife scraper, No. 21-2 box triangle points and driving tool, No. P23-1½S putty knife, No. P103 wall scraper, No. LS1 lucite scraper, No. PH1 paint can hook, and No. 7 utility box.

Retail sales price of the A1 Paint Kit complete is \$2.79, in place of the regular price of \$3.55, representing a 20 percent or over savings, it was announced.

G. E. Flashlight Bulb Merchandiser Announced

The General Electric Lamp Department, Cleveland 12, Ohio, has announced a new flashlight bulb merchandiser, containing 100 bulbs of eight selected types. Its ordering designation is F-8-C.

The compact cardboard container is approximately seven inches square and 1½ inches thick. It is designed to serve as an effective merchandising display piece on the dealer's counter and as a compact storage cabinet on his shelf, it was announced.

The 100 flashlight bulbs, mounted in 10 rows on an inner tray, may be displayed openly by partially pulling out the tray and standing the merchandiser up by means of its easel. The eight types of bulbs are clearly marked on the tray according to



EMBURY AIR PILOT LANTERNS

Streamlined design, quality construction and over forty years of dependable lighting service are strong selling features of EMBURY lanterns.

For more AIR PILOT lantern facts, write
EMBURY MANUFACTURING CO.
290 Allen Street Warsaw, N. Y.

SELL SHERIDAN GENUINE PNEUMATIC RIFLES

FOR PROFIT...

Full discounts plus satisfied customers are your assurance of maximum profit, when you stock Sheridan.

Silver Streak
Model - List,
\$19.95
COOPERATION...

Company integrity, national advertising and famous "talked about" quality help build store traffic.

Sporter
Model - List,
\$35.00
CUSTOMER SATISFACTION...

Custom-like craftsmanship has built the reputation, "Sell them a Sheridan and they stay sold!"

Super-Grade
Model - List,
\$56.50

STOCK SHERIDAN AND YOU COVER THE ENTIRE MARKET
Sheridan's complete line of pneumatic rifles offers a model for every price bracket. This greater sales opportunity means greater profit possibilities. Any Sheridan is ideal for small game and target shooting, is quiet operating, and can be used anywhere—safely.

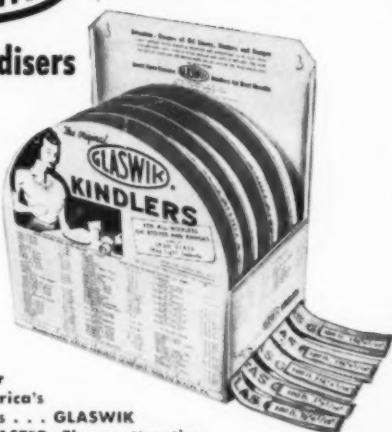
SEND FOR FREE CATALOG AND PRICE LIST

A postcard or letter will bring full particulars promptly.

SHERIDAN PRODUCTS INC.
DEPT. 250-C • RACINE, WISCONSIN

GLASWIK and FLAMEMASTER

Merchandisers



Increase your sales of America's leading wicks . . . GLASWIK and FLAMEMASTER. These attractive merchandisers increase sales and **MAKE YOU MONEY!** Wick can be dispensed quickly and easily, with no waste or spoilage. They make excellent counter displays or can be hung on a wall or side of the counter.

COMPLETE DESCRIPTIVE LITERATURE ON REQUEST. WRITE DEPT. C

ATLAS ASBESTOS COMPANY

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES

The BIG SELLING BRUSH CLEANER

that REPEATS and REPEATS BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market . . . has further proven itself as a steady repeat sales builder. 10¢ size—24 pkgs. in unit, 25¢ economy size—2 doz. in case.

Consumers Crack Filler (wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



Consumers

Patching Plaster

... mixes white

in cold water.

No checking or

shrinking. Quick

bond to old

plaster without

sizing. In 1, 2½

& 5 lb. cartons;

2, 5, 10 & 15 lb. paper bags; 50 lb.

bags—100 & 300 lb. bbls.

ORDER FROM YOUR WHOLESALER.



Tiger Grip Linoleum Paste—favored for use on wood or concrete floors. ½ pt., pt., qt., 1 & 5 gal. containers.

CONSUMERS GLUE CO.

1515 N. HADLEY ST.

ST. LOUIS 6, MO.

SOUTHERN HARDWARE for MARCH, 1950



TACKLE!

ORDER NOW!

The demand for rods and tackle is there!

It's great—It's nationwide!

The angler wants the best. He wants nationally-known, nationally advertised products. He wants them **NOW!** . . . And you want to stock and sell the best for quick turn-over. Sutcliffe's is well prepared to deliver promptly the good merchandise your customers want and demand—**NOW!**

SUTCLIFFE'S 1950 CATALOG is your stock book—176 lively pages of brand name merchandise. Sent only to recognized dealers of fishing, hunting and athletic goods. If you did not get your catalog advise us promptly.

THE

55 YEARS OF RELIABLE SERVICE TO SPORTING GOODS DEALERS

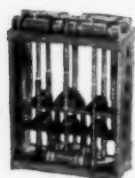
SUTCLIFFE

COMPANY, INC.

LOUISVILLE 1, KENTUCKY



**Every Family is a
Customer for
SOUTH BEND CROQUET!**



**— and South Bend
Has 10 Models For
Every Family Need!**



The word *Tremendous* does not exaggerate the appeal of South Bend Croquet. This famous game is a natural to satisfy the ever increasing interest in family recreation. The complete line of South Bend enables you to offer a croquet set to fit every family purse. 10 models are available, each in strikingly smart colors and all of quality construction.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

**SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA**

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

their identification numbers. The outer container is printed in bright blue and yellow, with the words "Flashlight Bulbs" prominently featured in black.

**Eagle Rule Special for
National Hardware Week**

Eagle Rule Mfg. Corp., 510 Hunts Point Ave., New York 59, N. Y., is offering a colorful dispenser-display package containing 1½ dozen folding rules, ranging in price from 69 cents to \$1.25, as a special for National Hardware Week, April 28 to May 6.

The assortment is said to provide a rule to suit every purse and every member of the family, and will be so advertised in consumer publications.



Each unit contains six Royal Eagle rules, retailing at \$1.25 each; three All Americal rules, retailing at \$1.00 each; three Columbia rules at 85 cents each; and six Arrow rules at 69 cents each. The cost to the dealer is \$11.50, and the rules are available with choice of regular or inside marking, it was announced. Unit No. 1 contains all regular marking; Unit No. 2 all inside marking; unit No. 3 one-half regular, one-half inside marking.

The display is convertible, after National Hardware Week, to a regular dispenser display by discarding the sleeve featuring the big week, it was reported.

**Sargent Display Features
Silent Salesmanship . . .**

The "silent salesman" technique in hardware merchandising is indicated by Sargent & Company's recently developed demonstration display for its Bernard quality pruning tools.

Basic idea of the display is summed up in the slogan "Try Before You Buy!" The customer is given an opportunity, not only to see and handle the tools, but to test them in actual use. Short lengths of dowel rods, for example, are provided with which to test the strong leverage for clean cutting power of the shears. A roll of heavy paper tape is supplied for testing the swift

PREMAX



**Tempered
Steel Rods
Are Popular Priced**

Straight-handle, detachable offset handle, reel-rods, trolling rods, landing nets, reels—a complete line to sell from 95c to \$4.95. Just right for the mass trade. Get Bulletin and prices now.

PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5024 Highland Ave., Niagara Falls, N. Y.

**FOR
BIRTHDAY
GIFTS**

(ALSO EASTER, MOTHER'S DAY, WEDDINGS)

SELL



**GIFT PACKAGED
TO MOVE EVERY DAY!**



Seal-tight
tamperproof
package

- CAN OPENERS
- ICE CRUSHERS
- JAR OPENERS
- KNIFE SHARPENERS

SWING-A-WAY MFG. CO.
4100 BECK AVE., ST. LOUIS 16, MO.

You'll profit more

**when you sell Lone Star
America's most complete line
of aluminum boats**

15 new and improved models including dinghys, flat bottoms, semi-vees, and runabouts.



Lone Star Aluminum boats are built right, priced right and backed with national consumer advertising that brings sales and profits.

*Write today about a
Lone Star Dealership*



BOX 997-HI GRAND PRAIRIE, TEXAS

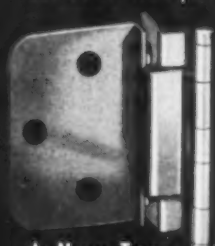
4-Star Feature by NATIONAL LOCK



★ Forged Brass Hardware



★ Beautiful
Concave Knobs



★ New Type
Concealed Hinge



★ Distinctive Die-Cast Handle

**THE
ULTIMATE
IN
QUALITY
CABINET
HARDWARE**

**Ask your Jobber about the Complete Line
of National Lock Builders' Hardware**

Here's the very finest in National Lock's extensive line of quality builders' hardware. Distinctively designed and skillfully manufactured, these items are found in the new National Lock No. 150 assortment. Ask about the 150 deluxe display board. It's complete. Saves space. Reduces inventory. Open stock, if desired.

HANDSOME DISPLAY BOARD



**DISTINCTIVE HARDWARE
ALL FROM 1 SOURCE**

NATIONAL LOCK COMPANY
ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION



**59c
4 in 1**

**Screw
Driver**

Every Motorist and every home should have one or more of these Magic Screw Drivers. Buy several. Give them to your friends. They'll really go for them.



**"SANDERS
SPECIAL"**

4 in 1

SCREW DRIVER

One of the best made and fastest selling screw-drivers on the market. Standard size, 6 1/4" long. All handles knurled brass. Case-hardened steel shanks. Handle contains nest of three graduated screw-drivers. Our display box has unusual pulling power. Never misses. The ladies are big buyers; also a great favorite with truck operators and the farm trade.

Usual Trade Discount.

Write to
W. N. SANDERS

54 Cottage Avenue
LANCASTER, PA.

ORDER NOW

For extra sales...

extra profits



America's MODERN line of quality ICE CREAM FREEZERS

Never before in the 100-year-old ice cream freezer business, has a manufacturer offered truly modern merchandise plus modern merchandising helps for dealers—until now. Porter freezers are the best modern design and manufacture—sturdy, attractive, light-weight, efficient.



BACKED BY MODERN MERCHANDISING—Porter gives dealers all the materials they need to make sales faster and easier. Write for folder illustrating 1950 line and dealer selling aids.

WRITE TODAY

THE J. E. PORTER CORPORATION
America's Largest Manufacturers of
Home Ice Cream Freezers—82 Years Old
501-1 BROADWAY, OTTAWA, ILLINOIS

"SUPREME"

is the word for

Parrish Bowls



"SUPREME Finish" alone assures you supreme quality, heirloom bowls the most discriminating are proud to own.

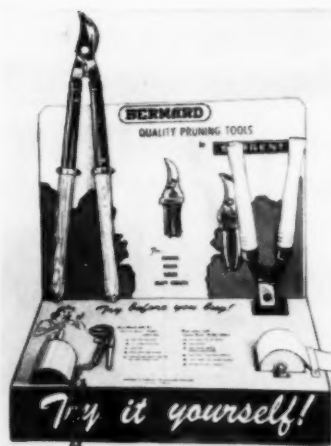
Choicest Hard Maple and Wild Cherry woods are made satin smooth, then finished the exclusive Parrish way, with the finish that penetrates fully and protects as long as the bowl is intact. When you sell these beautiful bowls you sell the finest—sure of the utmost customer satisfaction.

Post your salespeople on the facts we'll gladly supply. Have them tell your customers why these bowls are the best—the more you tell the more you'll sell.

J. SHEPHERD PARRISH COMPANY

205 West Wacker Drive Chicago 6, Illinois

The world's largest makers of fine wood salad bowls, forks and spoons.



clean slicing action of the hedge clippers. These are component parts of the display.

The entire display, easily accommodated on any counter, shows to particular advantage five representative samples of the full Bernard pruning tool line, including three of the hand shears, one of the long-handled pruners, and the big hedge clippers.

Sargent & Company's headquarters is in New Haven, Conn.

Atkins Introduces New Saw Packaging System

A new packaging system for crosscut and circular cordwood saws has been announced by E. C. Atkins and Company of Indianapolis.

The jobber and dealer will be helped, because the new system en-



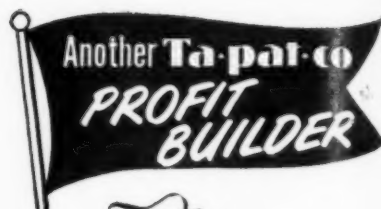
ATTRACTIVE HARDWARE STORE With

Excellent Future Opportunities

On one of Tampa's busiest thoroughfares with access to plenty of parking space. 3000 sq. ft. floor space and more available if desired. Fair rent and length of lease desired. 1948 3/4-ton Chevrolet truck. Will sell because of other business interest.

PRICE APPROX. \$16,500

For information write or call owner, I. G. Ponte, 609 DeLeon St., Tampa 6, Florida. Phone H3567.



Popularity means profits, and Ta-pat-co boat cushions are a perfect example of popularity. First choice of water sports enthusiasts everywhere, Ta-pat-co buoyant life-save cushions are top profit items for dealers. They are filled with New Java Kapok (6 times as buoyant as cork), covered with soft leatherette, heavy duck or strong vinyl plastic and are available in a variety of attractive colors, with or without designs.

Stock and sell all Ta-pat-co profit products. Write us or see your jobber for details.

The AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO
CANADIAN BRANCH: CHATHAM, ONTARIO

HEREAFTER THIS BRAND
Will Identify Our Products

RUGGED ROBERT BRAND

It will signify and guarantee the same full lengths, smooth manufacture, full weight and certain customer satisfaction it always has before.

Better chain, leaf rakes, clothes-line, and kindred products will carry it.

ORDER TODAY!

The same prompt service.

WIRE PRODUCTS CO.

2715 NORTH 24TH ST. BIRMINGHAM, ALA.
P. O. BOX 5355 N. BIRMINGHAM STATION
Our 13th year of furnishing this product
for the Wholesale Trade



WHY NOT?

SELL THE TACKS

THE PROFESSIONALS USE

- VIKING CANVAS TACKS drive easier—hold better—no waste—every tack a good tack—and, of course, they are sterilized.
- VIKRO FINISH—corrosion and rust resistant—will not hurt the mouth—gives ultimate protection against spotting out or bleeding through wall-paper.
- MODERN ATTRACTIVE PACKAGES—easier to sell and easier to handle.

ASK YOUR DISTRIBUTOR OR SPECIFY

VIKING CANVAS TACKS

GENEROUS SAMPLES ON REQUEST

W. W. CROSS & CO., INC.

JAFFREY, N. H.



"I'm making money selling
the idea of **MORE BUTTER**
made with the . . .

Dixie-Maid
ELECTRIC CHURN

A word to the wives sells the Dixie-Maid for faster, easier, more efficient churning the electric way. There's a model for all types of containers—stone crocks or jars; choice of jar sizes, too. Your mark-up gives you the biggest part of a ten dollar bill on every sale.

Repeat business on jars and accessories.

FOLDERS and HANG-UPS, Too

We supply good-looking printed sales helps to push the idea of **MORE BUTTER WITH DIXIE-MAID!**

ORDER FROM YOUR JOBBER OR WRITE



SOUTHERN ELECTRIC PRODUCTS

P. O. BOX 406 ANDERSON, SOUTH CAROLINA

CHENEY

nail holding hammers

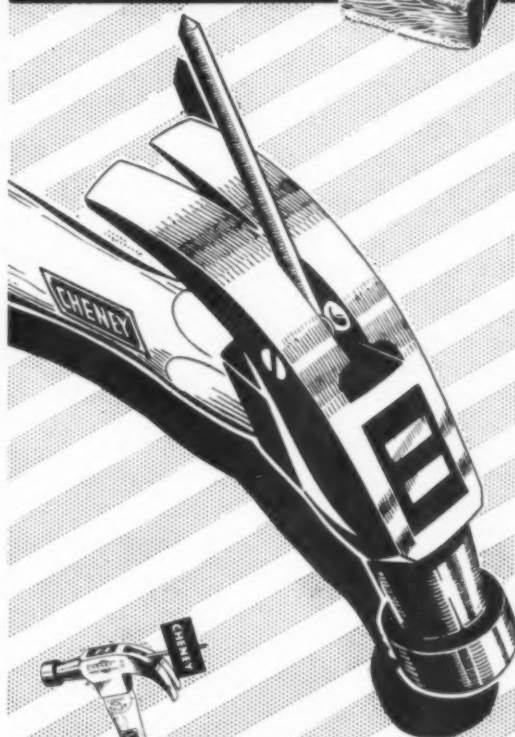
The Sales Maker is back

Now available to dealers is a limited number of the famous Cheney Sales Maker counter displays that invite your customers to try the Cheney Nail Holding Device. Attractively designed wood target with four color poster background catches the customer's eye. "Once they try it—they'll buy it."

Write us direct or through your jobber for your Sales Maker and we will be glad to send it to you without obligation.

Sales
JOHN H. GRAHAM
& CO., INC.
105 Duane Street,
New York & N. Y.

SANFORD BROTHERS
Chattanooga, Tenn.



USE the new **CHENEY** pennant!

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

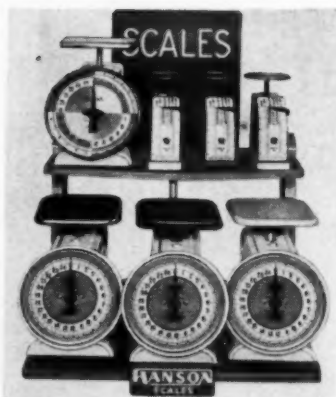
ables easier inventorying and conserves storing space, it is claimed, and the user is sure of receiving his saw in the same condition in which it left the factory.

Hereafter, all Atkins "Silver Steel" and medium priced Atkins crosscuts will be individually packed in corrugated board, five crosscut or six one-man saws to a corrugated package. Packages of two-man saws will be reinforced in four places with steel strapping; packages of one-man saws, with three steel straps. Description of contents of each package will be stamped on sides and both ends of the container.

All circular saws, from 20 inches to 36 inches will be individually packaged in corrugated containers and each package properly marked.

Hanson Display Shows Seven New Scales . .

Hanson Scale Co., 525 N. Ada St., Chicago 22, Illinois, has announced



a new counter display stand, designed to help dealers in their scale-merchandising efforts. The stand has two shelves and is intended to accommodate seven Hanson scales, consisting of three popular models.

Sturdily constructed and attractively finished, it is said to occupy

a counter space 18 inches wide by 14 inches deep. It is available to dealers with an assortment of seven scales.

Further details are available from jobbers or Hanson Scale Co.

Ceiling Lampholder Has Duplex Terminal Screws

Slater Electric & Mfg. Co., Inc., 56th & 37th Ave., Woodside, N. Y., has introduced a combination keyless ceiling lampholder that is claimed to be quickly and easily wired. Four large oversized screws are employed, making through-circuit connections simple, without wire nuts, soldered joints or tapping.

Built-in sealing-tring shoulders fit snugly over either a 3 1/4 or 4 inch box. Unit is available in two sizes: 4 1/4" diameter and 5" diameter, which is said to be more popular.

The unit is made of special heat-resistant, white bakelite that will not warp, discolor or crack.



EASIEST TO USE EASIEST TO SELL

HANDSAWS • CROSSCUT SAWS • CIRCULAR SAWS
HACKSAWS • KEYHOLE SAWS
ALL OTHER TYPES

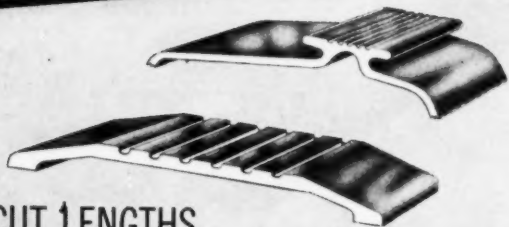
ATKINS *Silver Steel* SAWS

E. C. ATKINS AND COMPANY
402 S. Illinois St., Indianapolis 9, Indiana



All types of

THRESHOLD



CUT LENGTHS
INTERLOCKING TYPES
EXTRUDED BRONZE & ALUMINUM

Decorate with

DECORITE

Also a complete line of

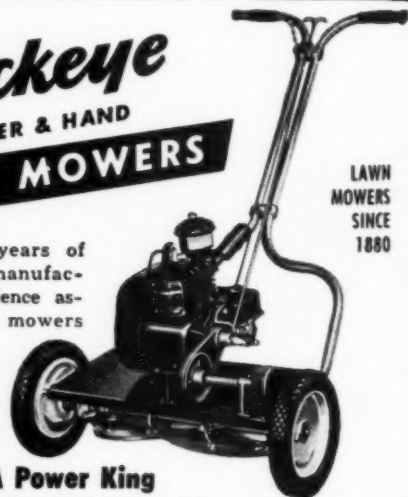
Aluminum Molding

WRITE TODAY FOR FREE CATALOG

Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

Buckeye
POWER & HAND
LAWN MOWERS

Nearly 70 years of specialized manufacturing experience assures lawn mowers that you can handle with absolute confidence.



LAWN
MOWERS
SINCE
1880

Model 76A Power King

A thoroughly dependable power job Completely modern design, precision built. Many desirable features: — Aluminum alloy castings. Tubular steel handles. Attractive baked enamel finish. 5-blade ball bearing reel with take-up for wear. 20" cut, adjustable for height. Positive clutch. Highly reliable power unit. Rugged tires. Weight 87 lbs.

Model 550 Deluxe

Unquestionably the finest hand mower we have ever built. Light, modern, smooth running. Popularly priced. Investigate this excellent selling item.

Information on request. Write today!

MAST-FOOS

MANUFACTURING CO.
Springfield, Ohio
POWER & HAND LAWN MOWERS

**FASTER SALES
MEAN
MORE PROFITS**



Airfoil shaped blade gives smooth 19" cut to fine lawns with ease. The HOMKO Rotary Mower is the latest development for cutting high grass and weeds. A maximum of SAFETY, STRENGTH, and LONG LIFE is obtained from the ALL STEEL GUARDS AND FRAME. Powered by the latest VERTICAL TYPE, DIRECT DRIVE, NATIONALLY KNOWN, 2. H.P. 4-CYCLE ENGINE.

DEMAND DEPENDABLE HOMKO—TRULY A QUALITY PRODUCT

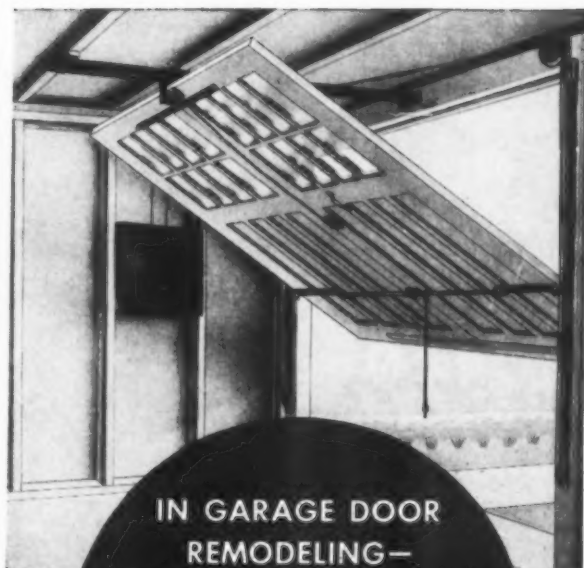
MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
THE LEADER IN THE POWER AND HAND MOWER FIELD
2725 SECOND AVENUE DES MOINES 13, IOWA



TRULY a better Check Valve! One-piece bronze, all-position Valves with Flexible Monel Metal Poppets . . . can't leak. For use with steam, cold or hot water, or other liquids. Write for illustrated bulletin No. 204 showing complete line of Strataflo Check and Foot Valves.

Order from your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA



IN GARAGE DOOR
REMODELING—
SALES ARE SWINGING TO

COBURN

#500 SWING-OVER
HARDWARE SET

More and more home owners are discovering how easily and economically troublesome swinging garage doors can be remodeled into smooth operating overhead doors. And dealers are enjoying fast, profitable sales on the Coburn #500 Overhead Hardware Set.

Adaptable to practically all types of garages, the Coburn #500 Set requires little headroom; does not interfere with passageway or floor space.

For FREE CATALOG and name of your nearest Manufacturer's Agent, write to New York Sales Office.

Other Coburn Products include fire door hardware, overhead trolleys and conveying systems for carrying loads up to 3,000 lbs.

COBURN PRODUCTS DEPARTMENT
WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORP.

Executive Office—500 Fifth Avenue, New York 18, N. Y.
Sales Engineering—56 Sterling Street, Clinton, Mass.



IT
SELLS
EVERY MONTH
OF THE YEAR

Black Leaf 40 is a safe, reliable, dependable insecticide, backed by many years of successful use as a spray, dust, delouser, dip, drench and repellent. Home gardeners, farmers, poultrymen, orchardists, vegetable growers, flower growers, and stockmen use this well-known product.

Black Leaf 40 is nationally advertised in thousands of publications. It sells every month of the year, reducing your inventory by replacing numerous seasonal, one-purpose items. It pays you to stock **Black Leaf 40**.

TOBACCO BY-PRODUCTS & CHEMICAL CORPORATION
RICHMOND, VA. • SAN FRANCISCO, CALIF.

RELIABLE, DEPENDABLE **PESTICIDES** SINCE 1885

EASY SELLING HURRICANE

Rotary Power Lawnmower



NEW Low Price
NEW 1950 Model
NEW Sales Features

One look at this brand new 1950 HURRICANE practically closes the sale . . . prospects turn into customers as if by magic! But it's no wonder—those many, many HURRICANE sales features and that new low price for a big deluxe mower will make HURRICANE your best seller, too!

If you do not have the Hurricane line now, send us the coupon below. By return mail, you'll receive all the facts about this new, fast selling 1950 HURRICANE . . . ACT NOW.

MAIL THIS COUPON TODAY

NATIONAL METAL PRODUCTS COMPANY, INC.
Department B-3, 2722 Cherry Street
Kansas City 8, Missouri

Gentlemen: Send me, without obligation, all the facts about your new, low-priced 1950 HURRICANE Rotary Power Lawnmower. I want more lawnmower profits!

Company Name _____

Address _____

City _____ State _____



NOR-SURF

BRAIDED NYLON
SURF or
TROLLING LINE

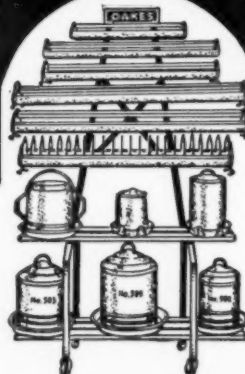


Take advantage of customer preference with NOR-SURF! Packaged 6 50-yard connected spools . . . 24, 27, 36, 45, 54, 63, 72 lb. tests. Permanent sand color. This coreless, soft-braided Nylon Line has no objectionable stretch . . . long life! Also on tubes of 400, 500, and 1000 yards . . . same Tests and quality!

NORWICH LINE COMPANY, INC.

The Line of Champions NORWICH, N. Y.

This Display Rack Will Increase Sales



Many an OAKES dealer has told us how this display assortment plus the recommendation of OAKES M. I. Plan has very noticeably increased sales for him. Every day more and more dealers are profiting by its use.

See your OAKES jobber or write direct and ask for copies of the M. I. Plan booklet and new 1950 catalog.

THE OAKES MFG. COMPANY
Box 165-D TIPTON, INDIANA



Sell BURKS

The only water system with LIFE-LOK—most effective selling feature in water system business.

BURKS EDUCER converts Shallow Well System into Deep Well System. Same pumping unit for both. These powerful money makers deserve investigating. Write—

DECATUR PUMP CO., 35 Elk St., Decatur 70, Ill.

Now-4 Famous L & S Lures for casting and trolling



PIKE-MASTER . . \$1.40
BABY CAT . . . 1.25
BASS-MASTER . . 1.25
PANFISH-MASTER 1.10

Made by the World's
Foremost Makers of Jointed Lures

L & S BAIT COMPANY INC.
BRADLEY, ILLINOIS

SOUTHERN HARDWARE for MARCH, 1950